

Yuqi Wu

CV

London, UK
+44 7960323597
wuyuqi827@gmail.com

EXPERIENCE

OurFriends

Digital Designer
London, United Kingdom
Feb 2023 - Present (2 years)

Hylink Digital Solutions

Digital Design Intern
London, United Kingdom
Jun 2021 - Sep 2021

EDUCATION

University of St Andrews

Master of Science, Human-Computer Interaction
United Kingdom
2021 - 2022

University of the Arts London

Bachelor of Arts, Textile Design
United Kingdom
2017 - 2021

SKILLS

Web Design
Branding

UIUX
Design System

SELECTED CLIENTS

MIT
WHOO

Samuels & Associates
SOHO China

Basecamp Research

Website Design

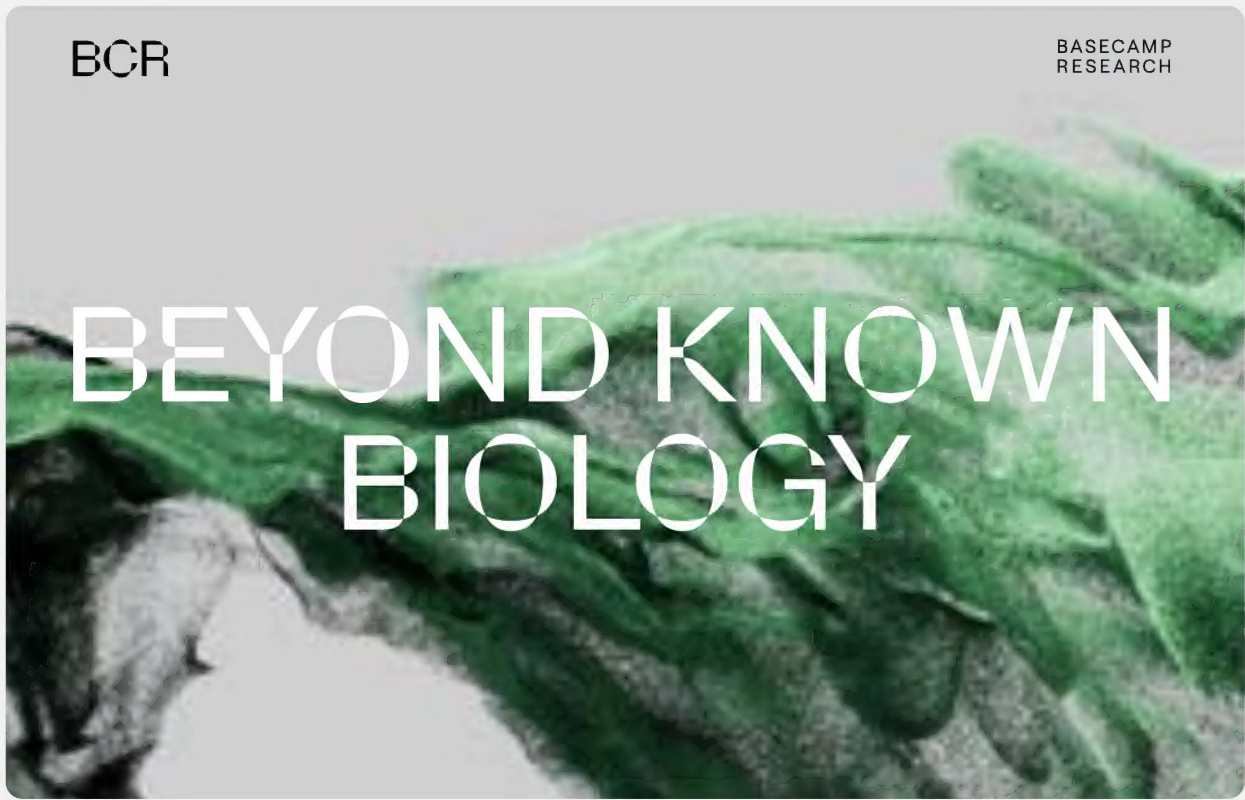
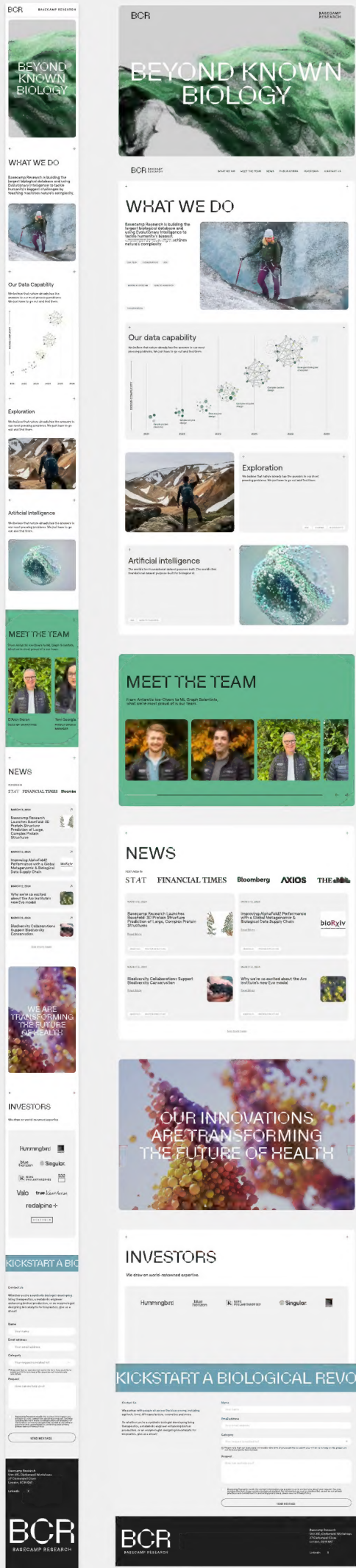
Team Size: 1

A fully developed website designed in the style of Basecamp Research, a market leader in mapping biodiversity for AI-based design of biological systems.

<https://basecamp-research.com/>

> FREELANCE





BCR BASECAMP RESEARCH

WHAT WE DO MEET THE TEAM NEWS PUBLICATIONS INVESTORS CONTACT US

WHAT WE DO

Basecamp Research is building the largest biological database and using Evolutionary Intelligence to tackle humanity's biggest challenges by teaching machines nature's complexity.

GROUNDBREAKING THERAPY

SAP 500

DNA TECH

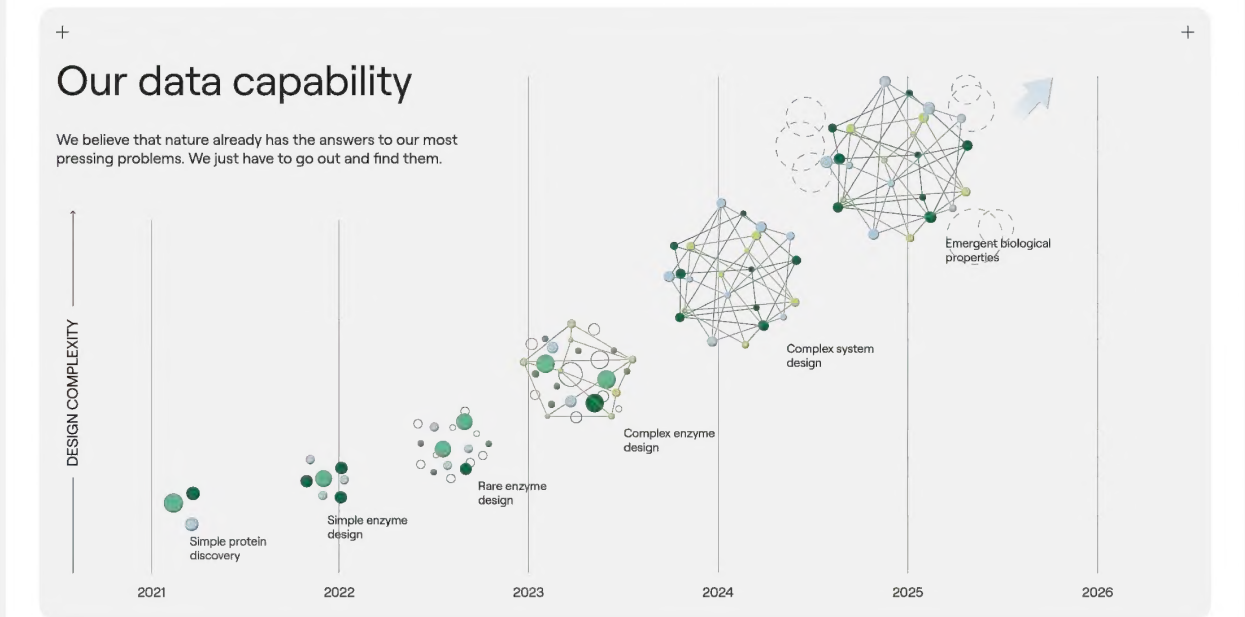
CONSERVATION

ABB

MARINE ECOSYSTEM

GENETIC RESOURCE

CONSERVATION



Exploration

We believe that nature already has the answers to our most pressing problems. We just have to go out and find them.

Exploration

We believe that nature already has the answers to our most pressing problems. We just have to go out and find them.

R&D PHARMA BIODIVERSITY

Artificial intelligence

The world's first foundational dataset purpose-built. The world's first foundational dataset purpose-built for biological AI.

ABB GENETIC RESOURCE

MEET THE TEAM

From Antarctic Ice-Divers to ML Graph Scientists, what we're most proud of is our team.

NEWS

FEATURED IN:

STAT FINANCIAL TIMES Bloomberg AXIOS THE ECONOMIST

MARCH 12, 2024

Basecamp Research Launches BaseFold: 3D Protein Structure Prediction of Large, Complex Protein Structures

Read More

BASEFOLD PROTEIN STRUCTURE

MARCH 12, 2024

Improving AlphaFold2 Performance with a Global Metagenomic & Biological Data Supply Chain

Read More

BASEFOLD PROTEIN STRUCTURE

MARCH 12, 2024

Biodiversity Collaborations Support Biodiversity Conservation

MARCH 12, 2024

Why we're so excited about the Arc Institute's new Evo model



INVESTORS

We draw on world-renowned expertise.

Hummingbird

blue horizon

KING PHILANTHROPIES

Singular.

HALSLEY

true Ventures

S32

SYSTEM10

redalpine

Valo

KICKSTART A BIOLOGICAL REVO

Contact Us

We partner with people all across the bioeconomy, including agritech, food, API manufacture, cosmetics and more.

So whether you're a synthetic biologist developing living therapeutics, a metabolic engineer enhancing biofuel production, or an enzymologist designing biocatalysts for bioplastics, give us a shout!

Name

Your name

Email address

Your email address

Category

Your request is related to?

☐ Please note that our team does not monitor this form. If you would like to submit your CV for us to keep on file, please use our Homerun portal here instead.

Request

How can we help you?

☐ Basecamp Research needs the contact information you provide to us to contact you about your request. You may unsubscribe from these communications at anytime. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your privacy, please see our Privacy Policy.

SEND MESSAGE

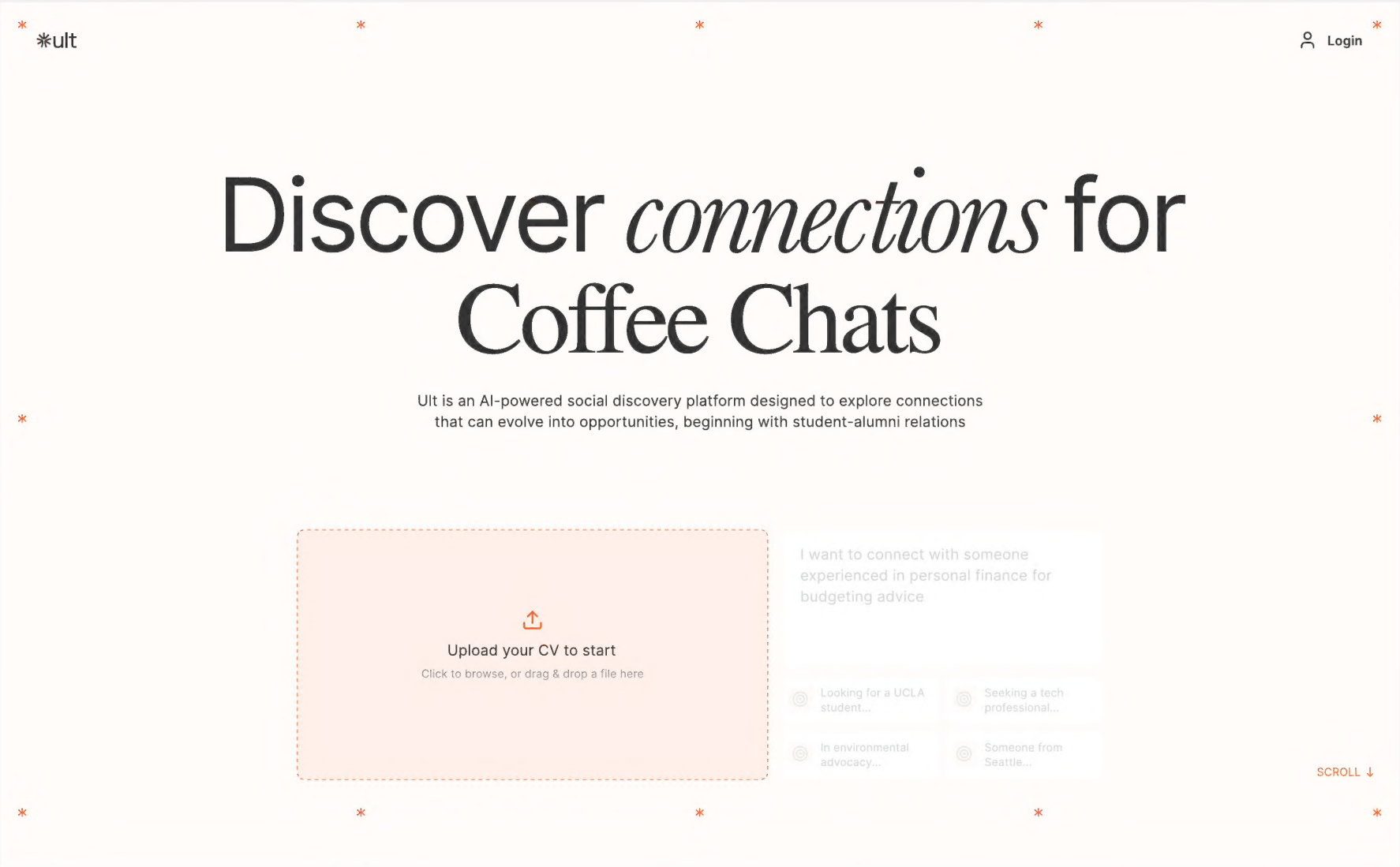
ultsearch.ai

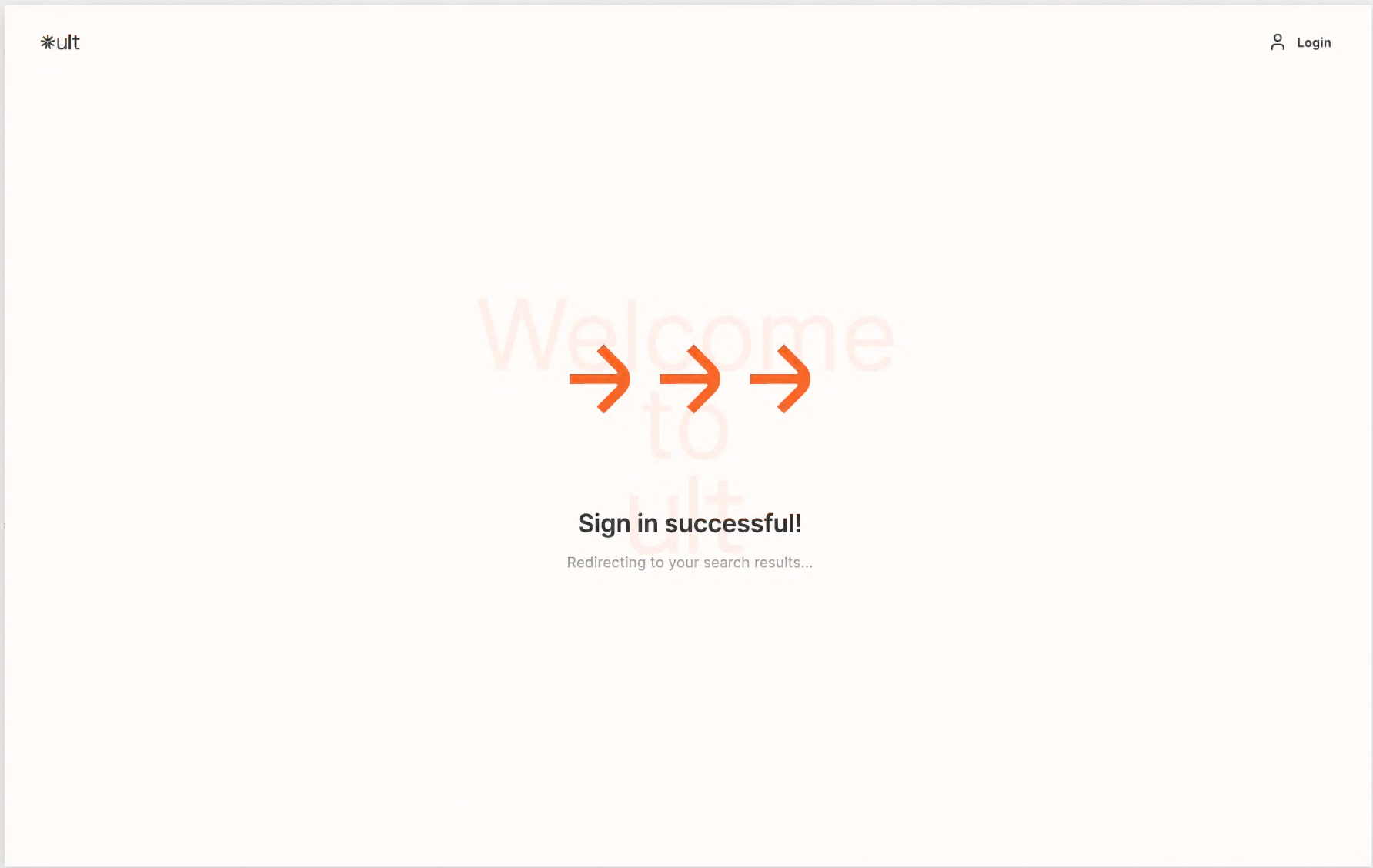
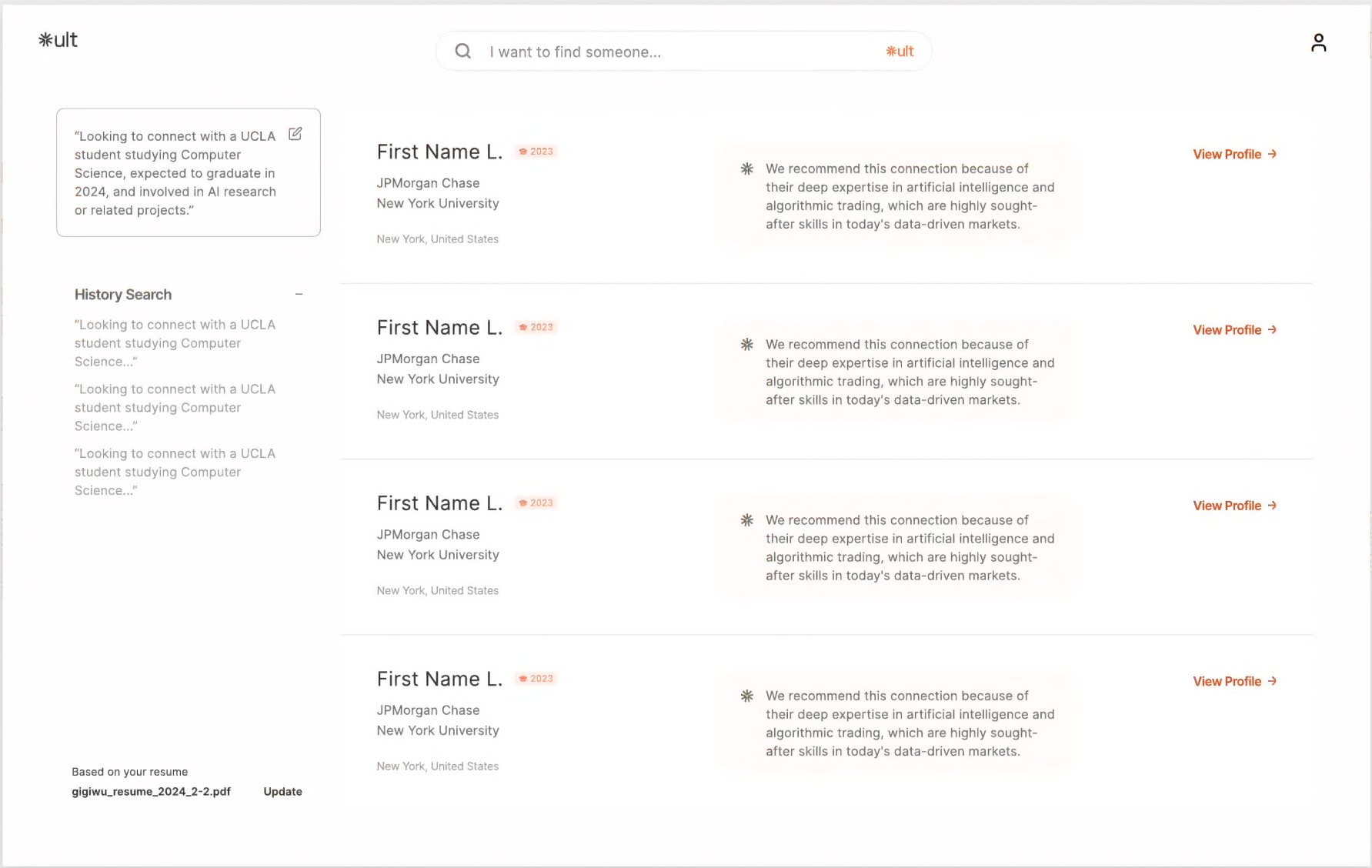
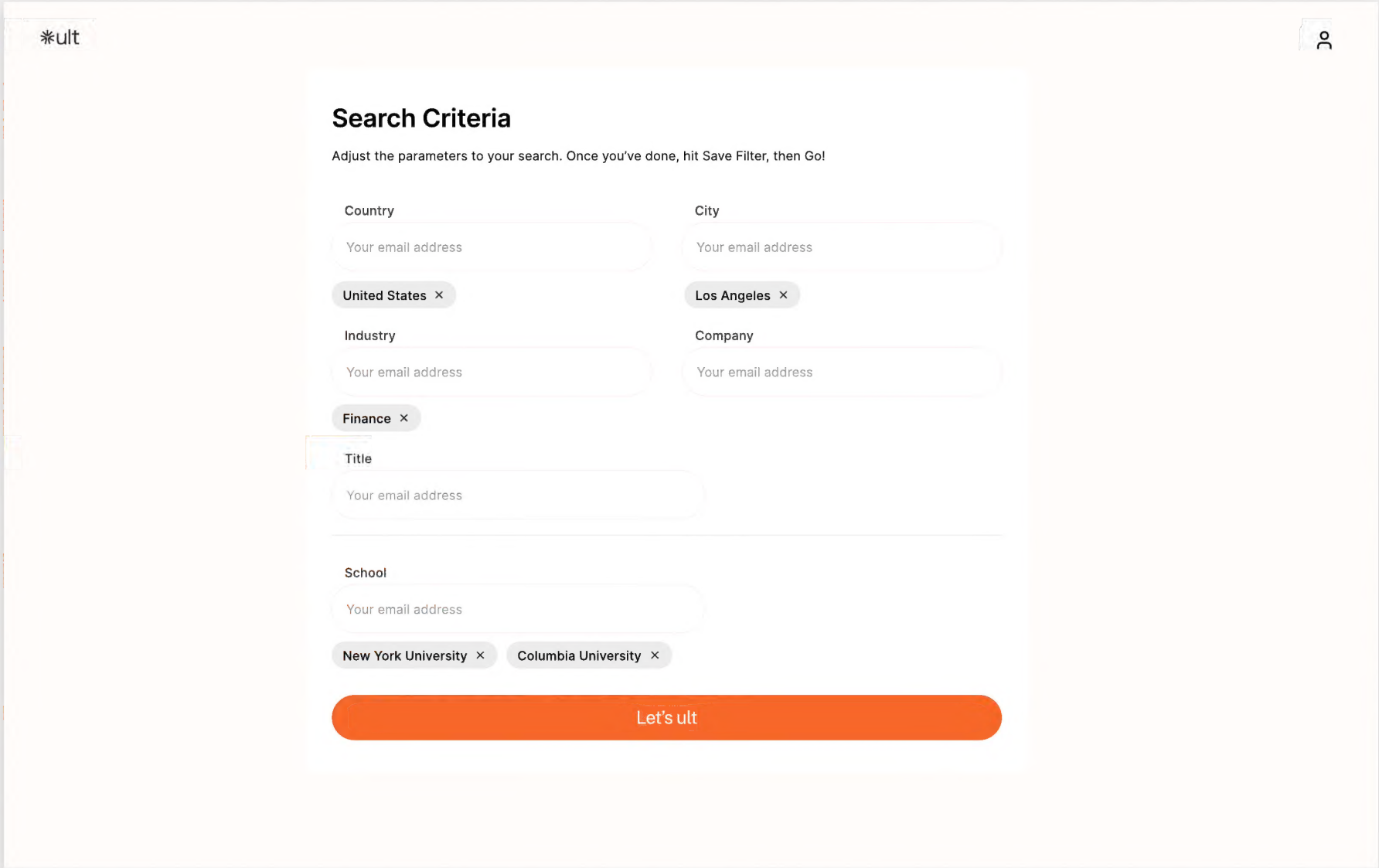
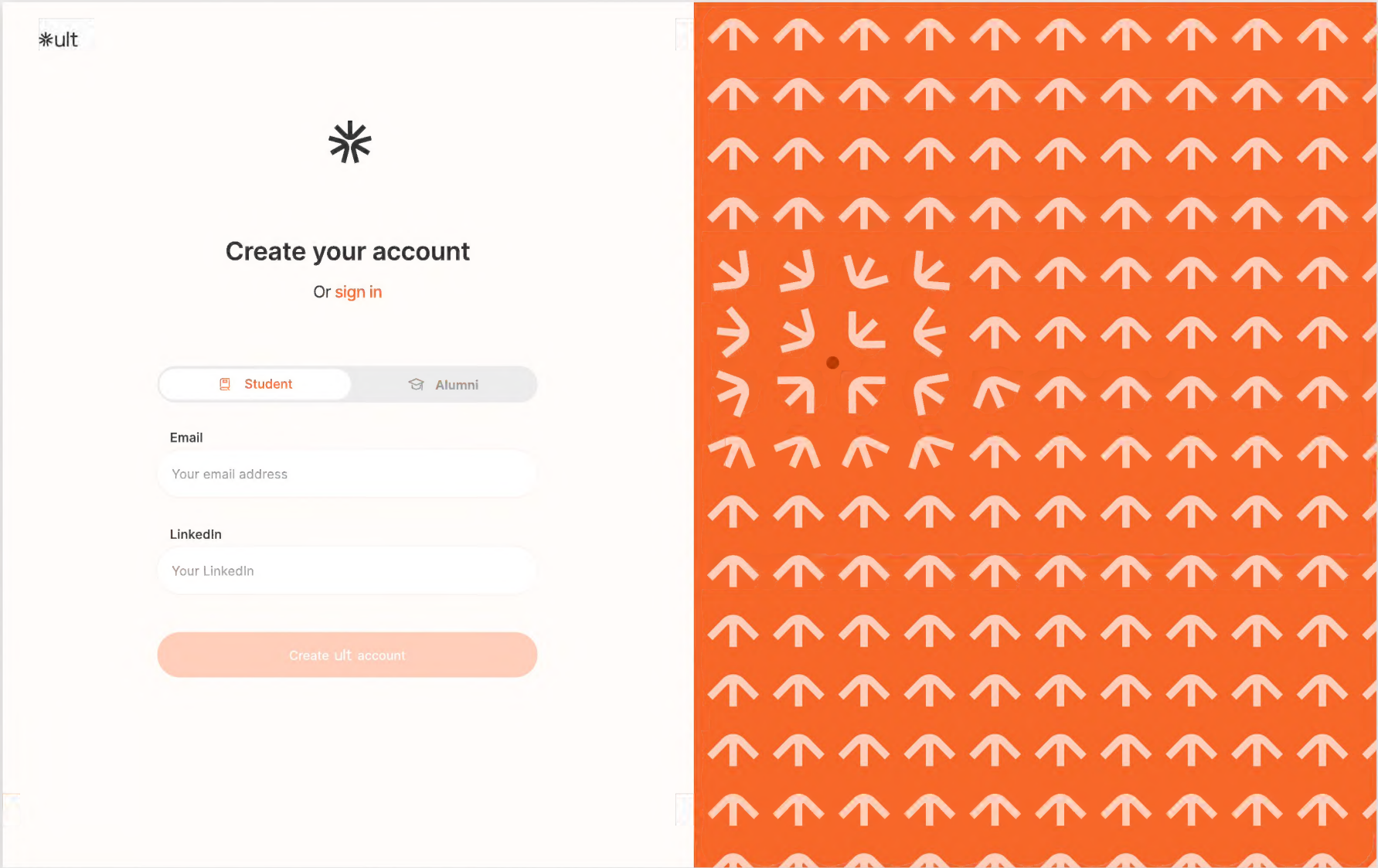
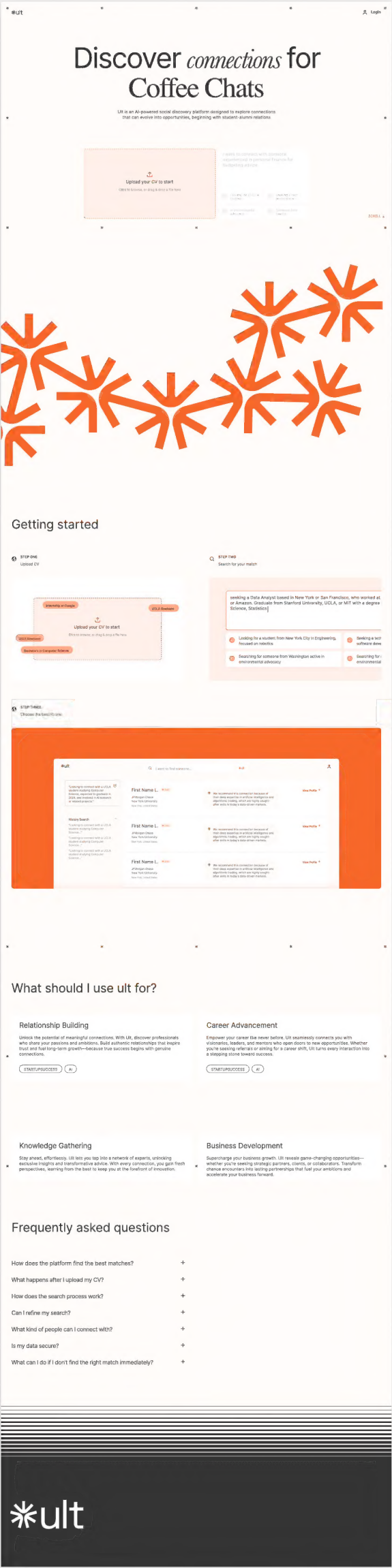
Product Design, [Website Design](#)

Team Size: 1

A fully developed website designed in the style of Basecamp Research, a market leader in mapping biodiversity for AI-based design of biological systems.

<https://ultsearch.ai> (upon development)





Fieldwork

Branding, [Website Design](#), Website Development (Webflow)

Team Size: 2

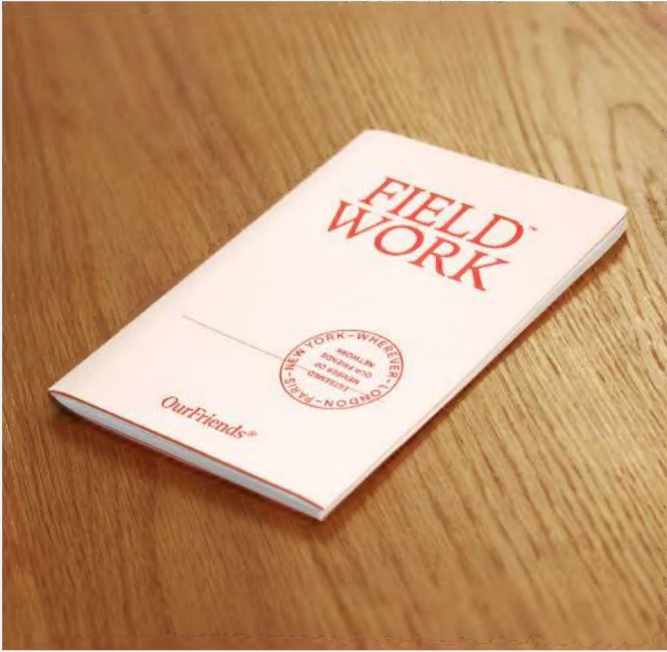
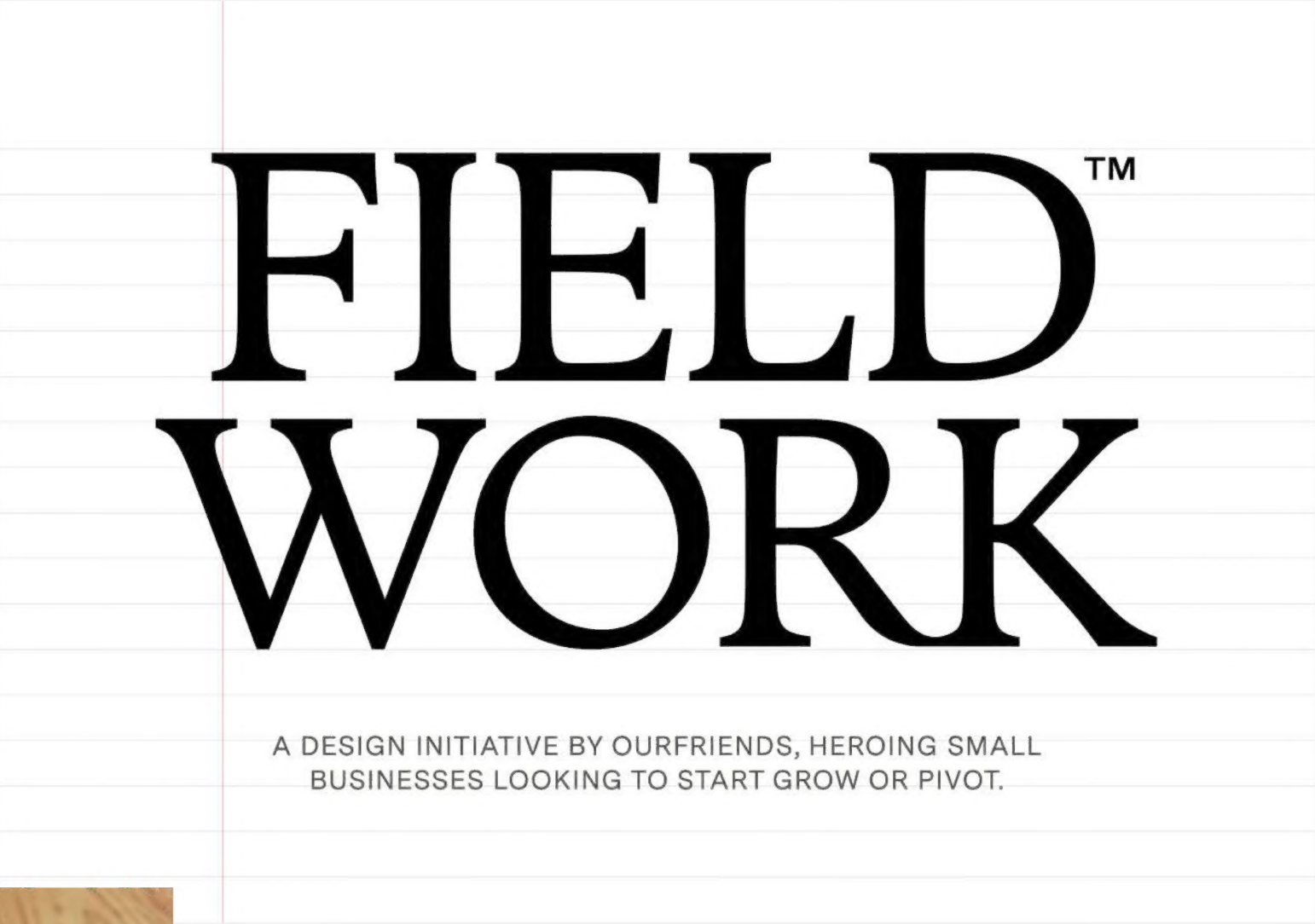
Fieldwork™ is a pro bono initiative offering free branding services to visionary founders. The site highlights the power of design as a universal language, featuring case studies and a platform for new founders to apply for branding support.

ourfriendsfieldwork.com

FieldWorks®
FieldWorks®
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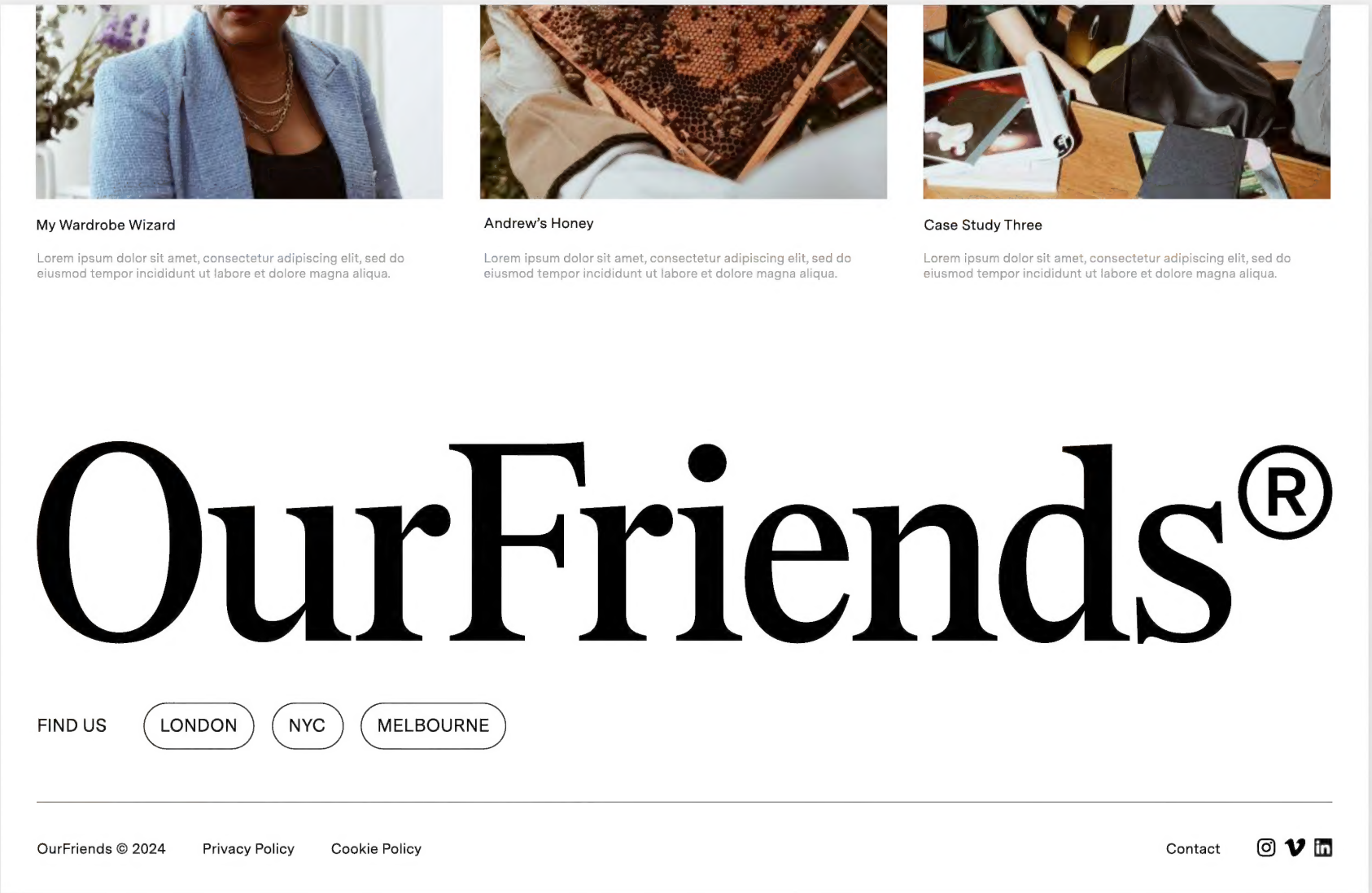
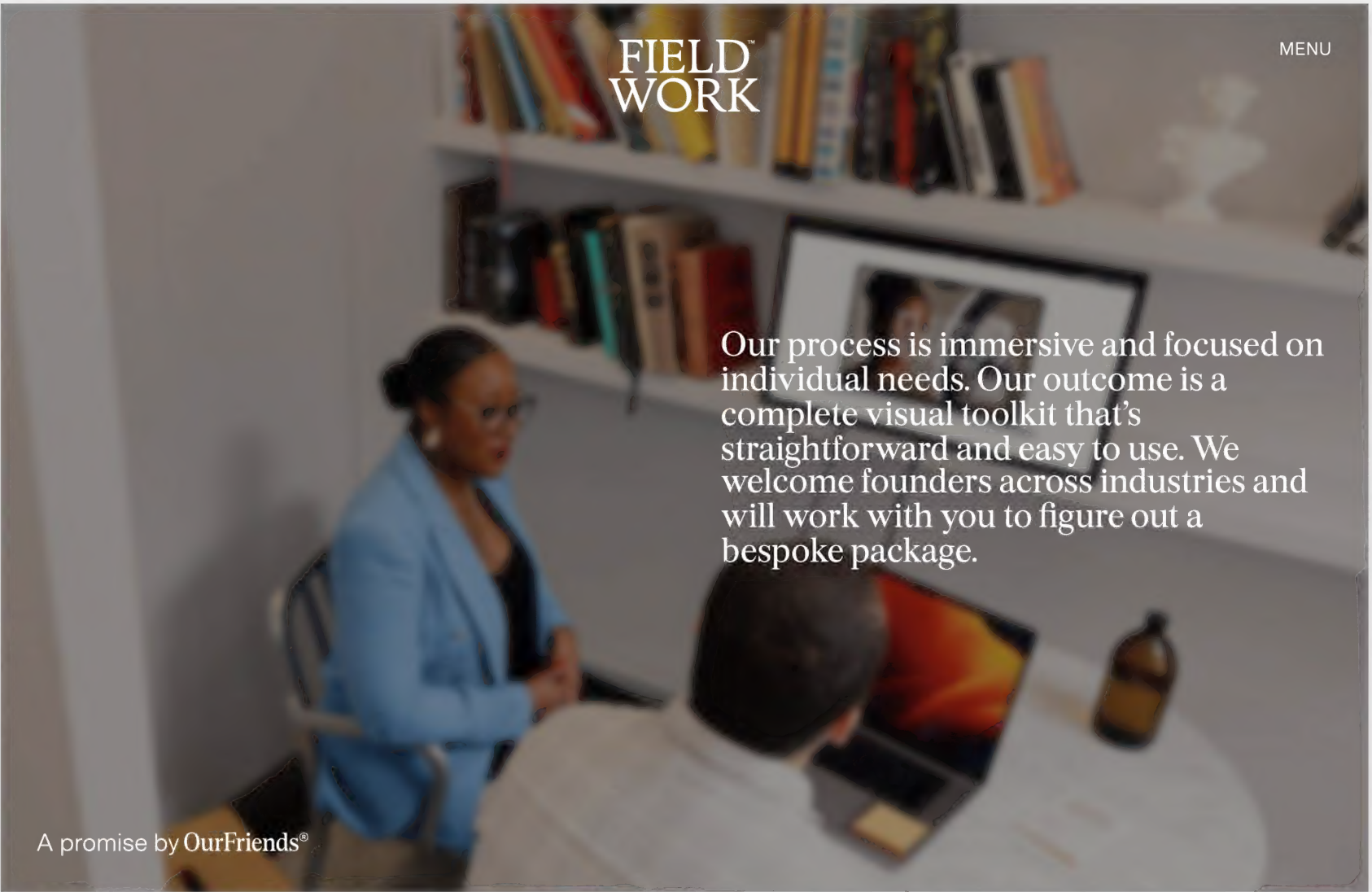
FIELD
WORK
Field®
WORK
field®
work



Formal

Handwritten

OurFriends®	Fieldworks®	FieldWork®	FIELD® WORKS	<i>Field</i> ® WORK	<i>field</i> ® <i>work</i>	FieldWork™	FIELDWORK	FIELDWORK	FIELDWORK	FIELDWORK	<i>fieldwork</i>
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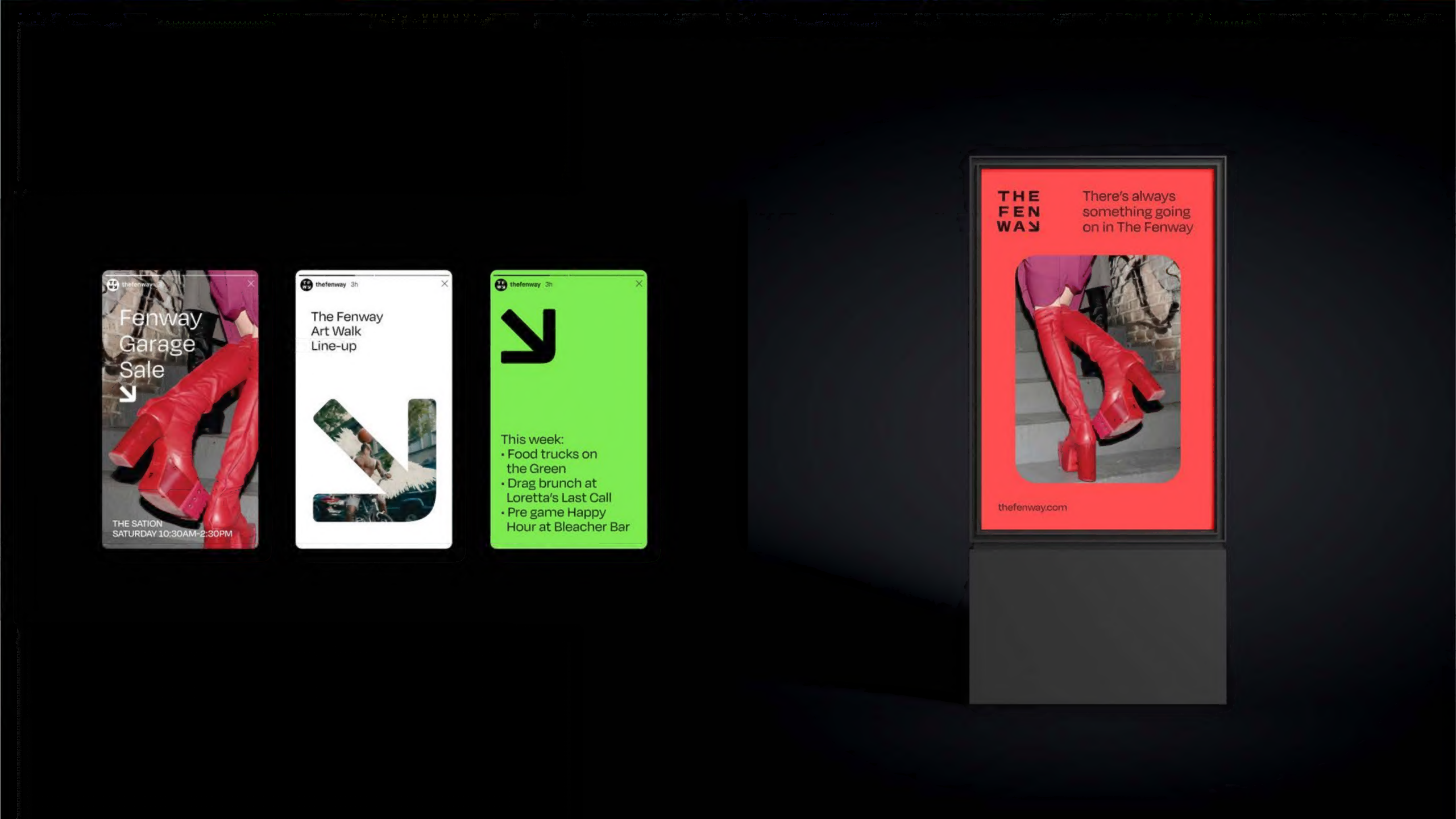
Fenway Refresh

Branding, [Website Design](#)

Team Size: 3

The Fenway is a cultural neighborhood for alternative thinking and living. The refreshed brand celebrates the originality at core.

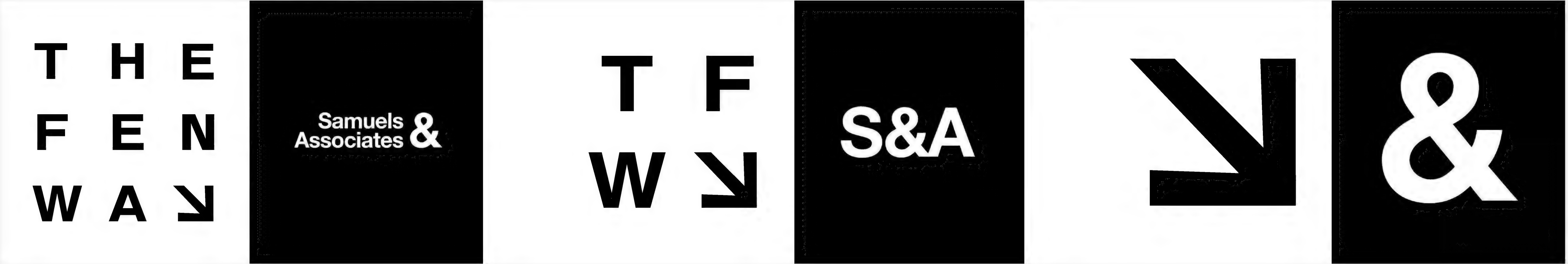
We are asked to rebrand, and develop the website to attract and help visitor navigate through the area.

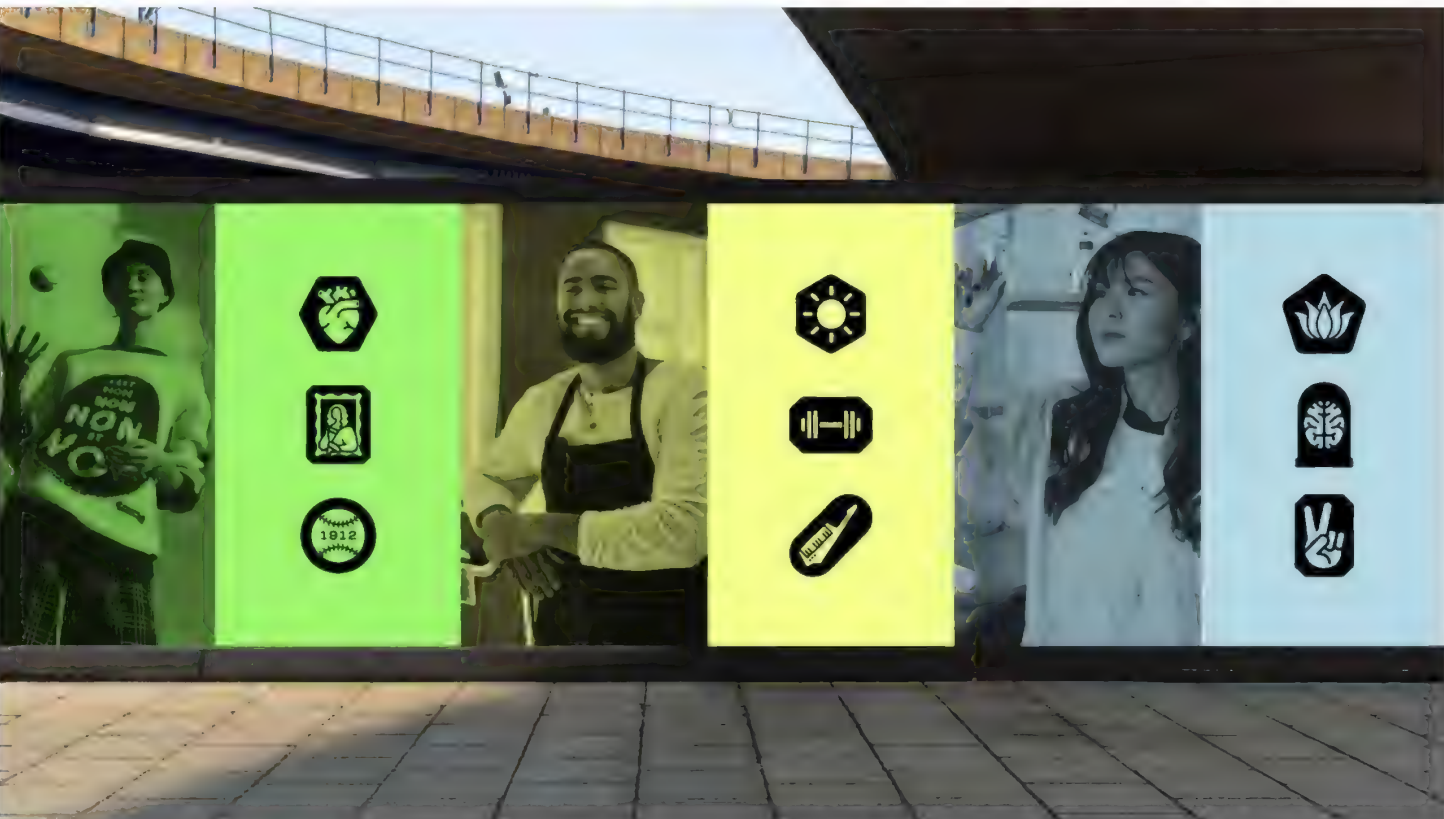
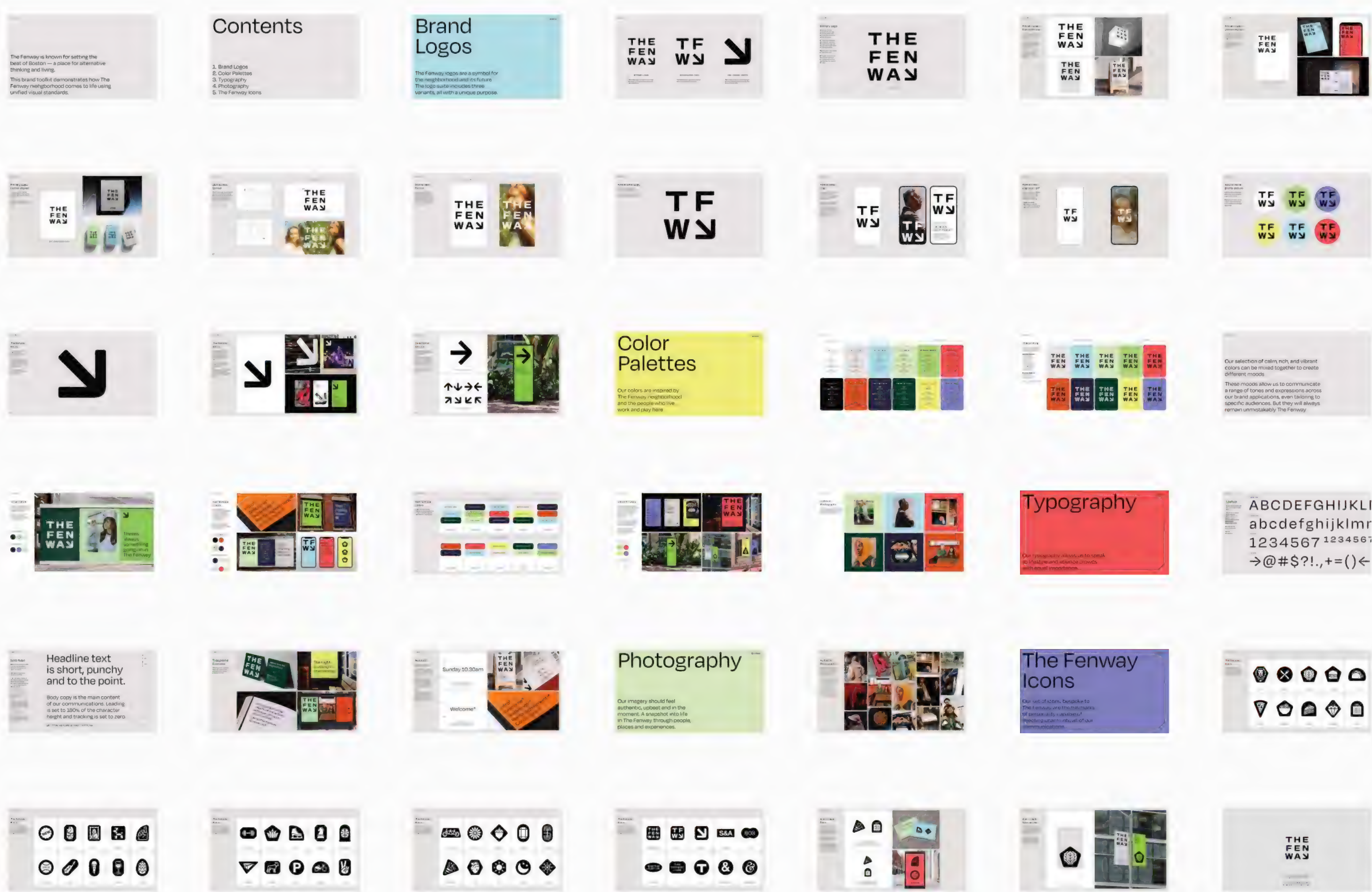


CONCEPT EXPLORATIONS

All Things Point to The Fenway

A modern update on our existing brand: the arrow, the clean aesthetics, etc.
All roads lead here. We have the best, brightest, most original. And we attract
the same spirit. Here we highlight that “Only in The Fenway” feeling.





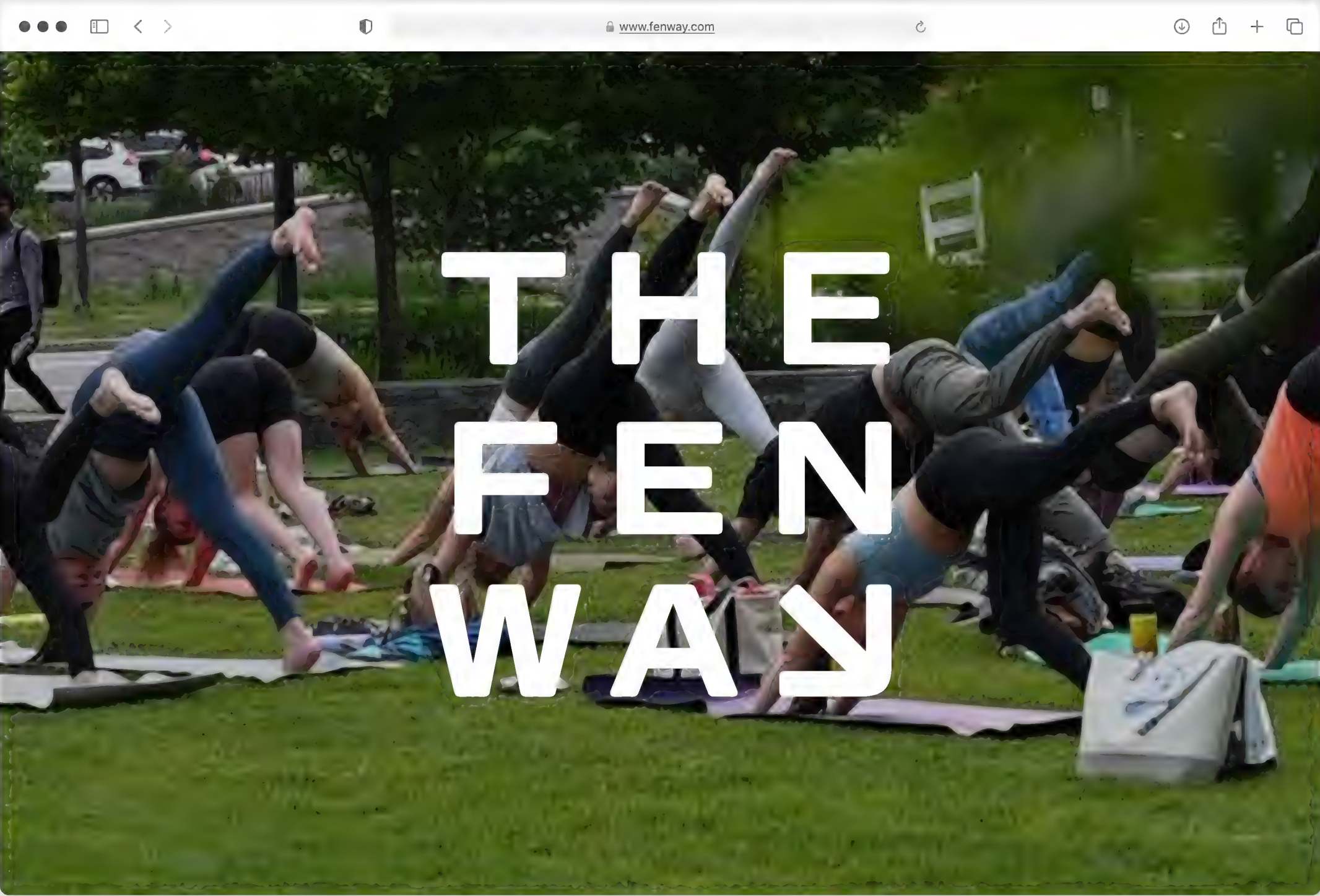
Fenway Website

Website Design

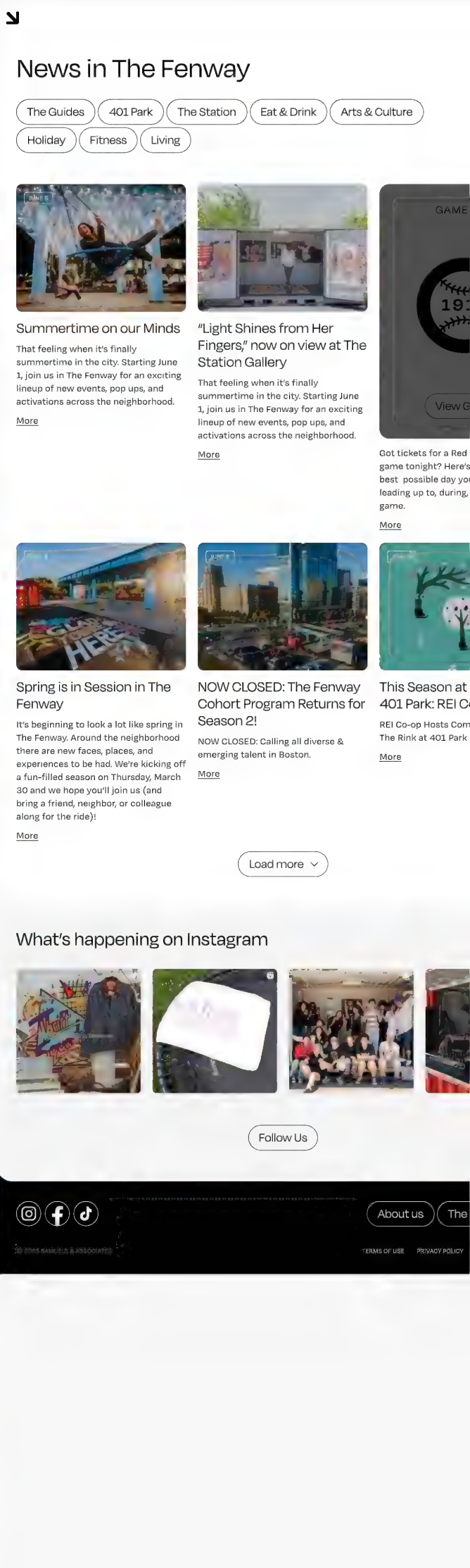
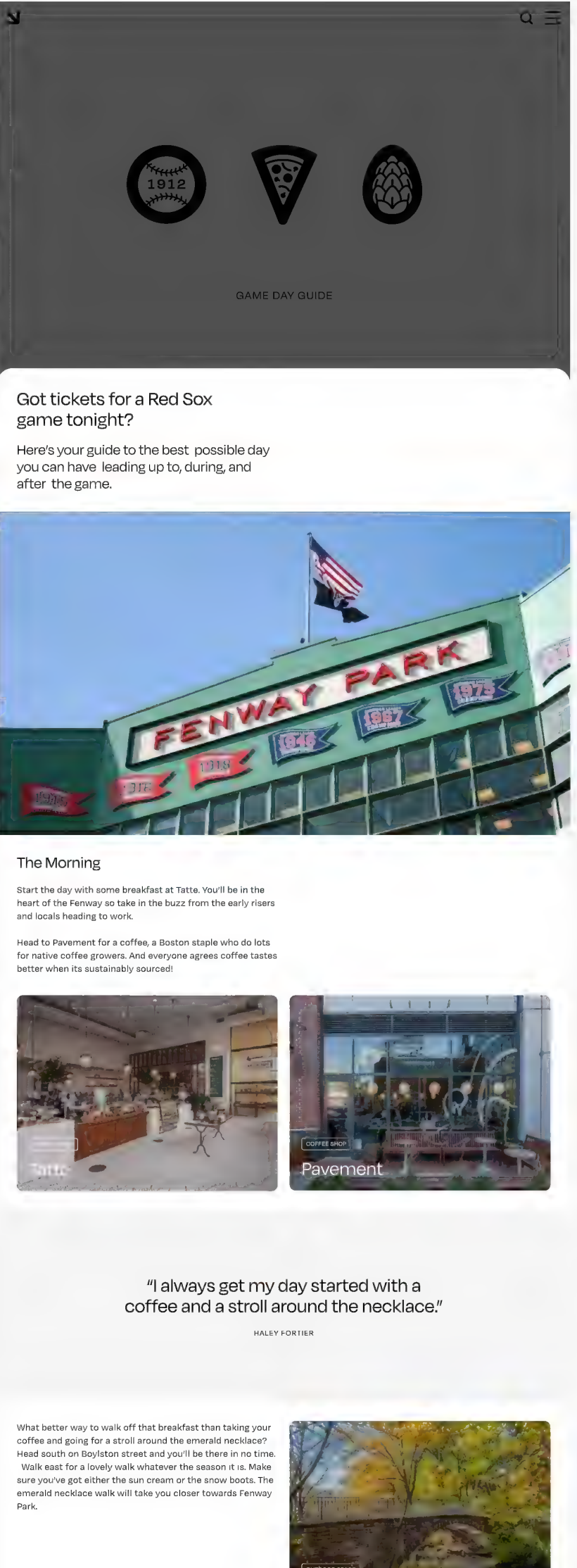
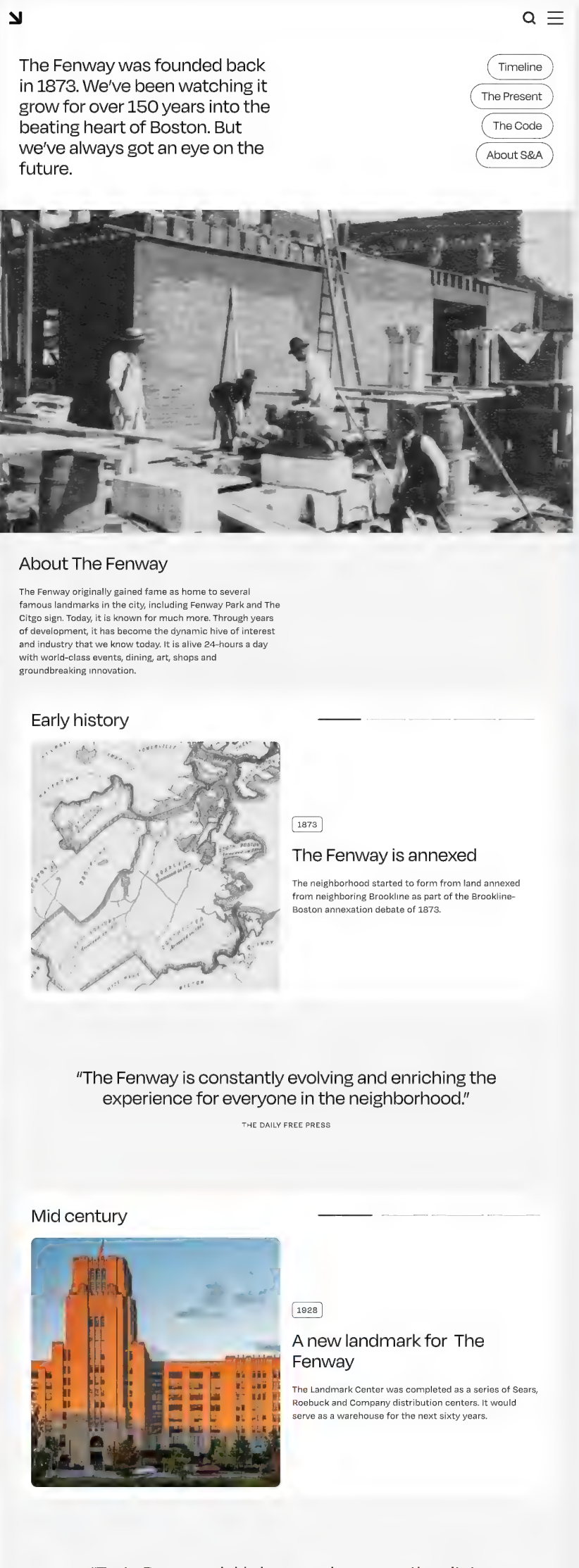
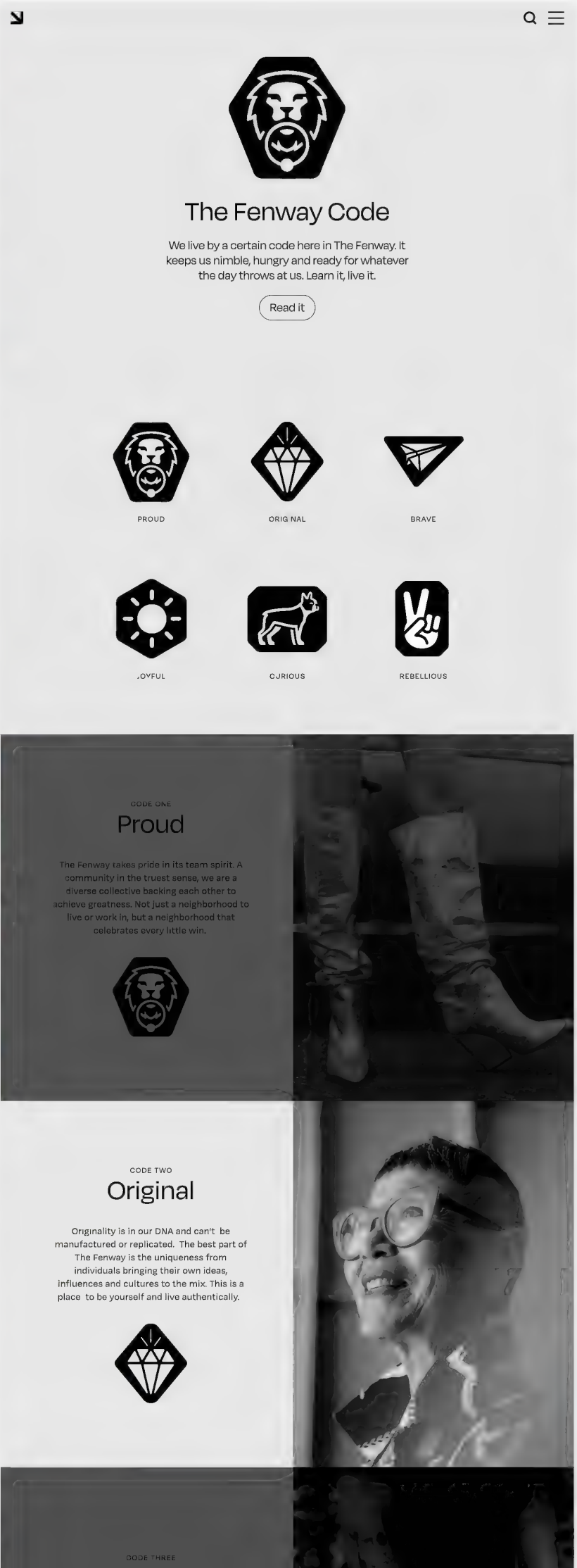
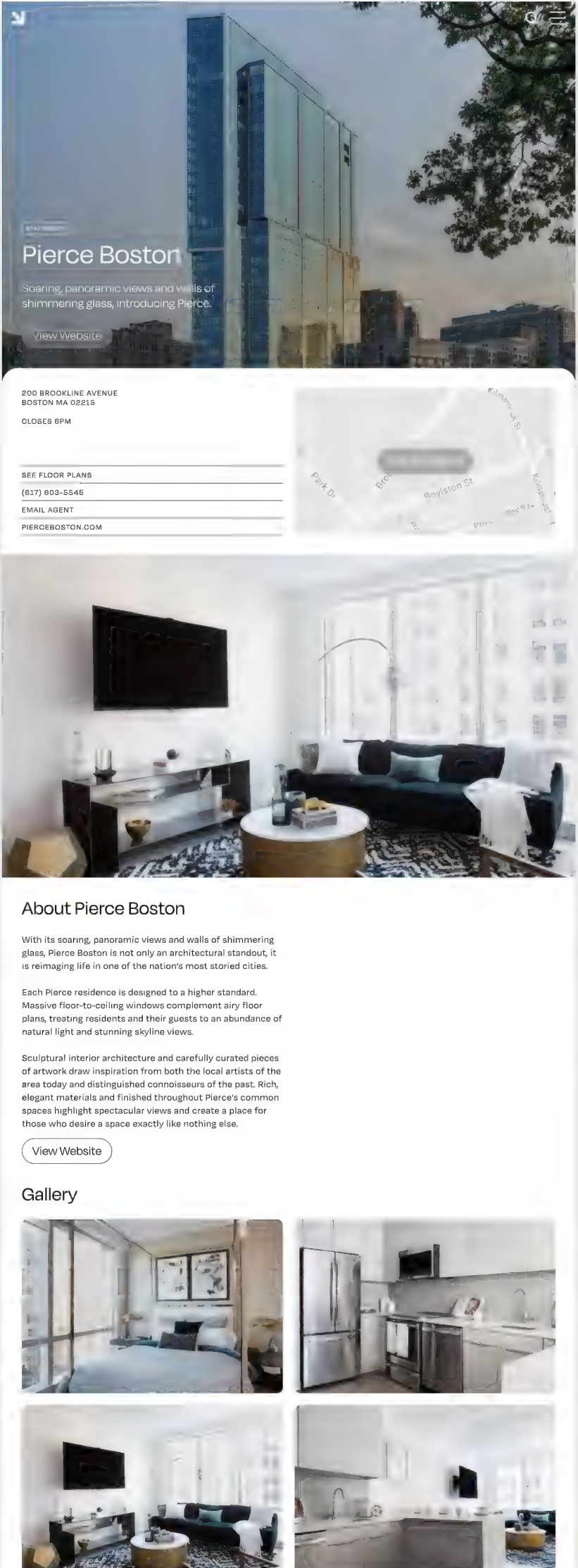
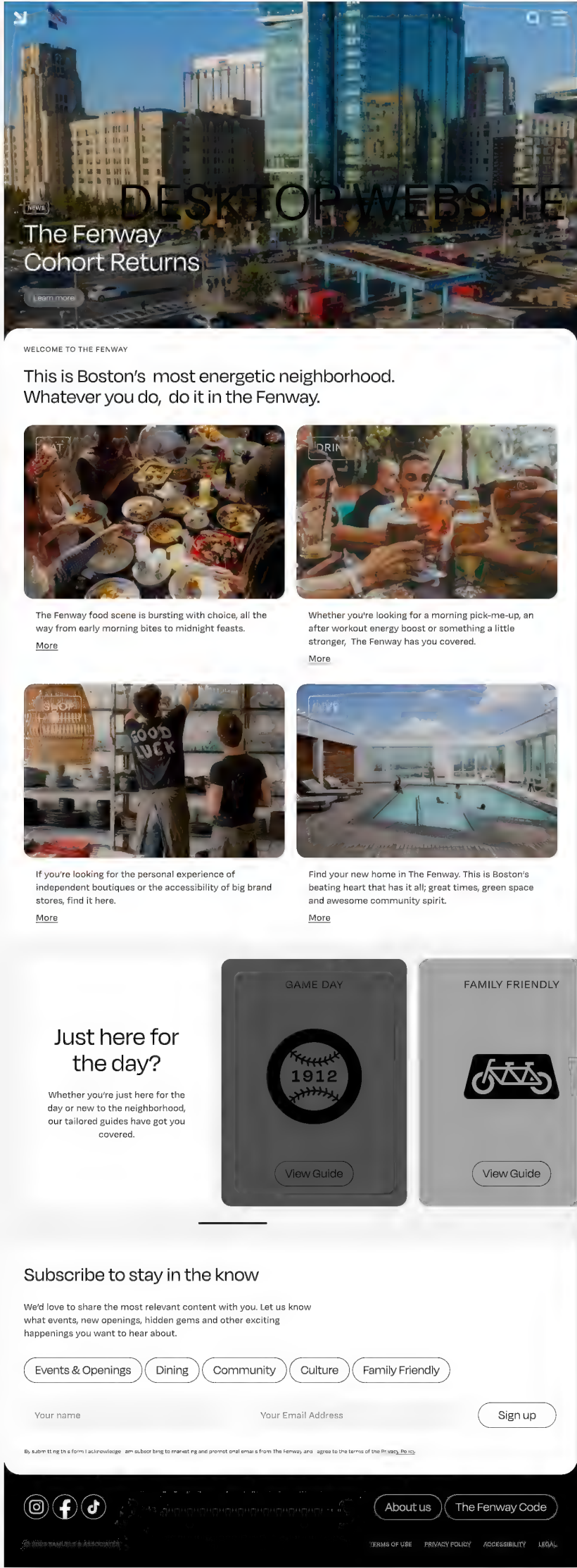
Team Size: 1

A fully developed website designed in the style of the Fenway brand. It works equally well on desktop and mobile.

<https://thefenway.com/>




DESKTOP SCREENS



LINK TO WEBSITE




figma.com



Page not found

We're sorry, that page could not be found or has been removed, please use the navigation to explore The Fenway

Back to homepage



About us

The Fenway Code

© 2023 SAMUELS & ASSOCIATES

TERMS OF USE

PRIVACY POLICY

ACCESSIBILITY

LEGAL



WELCOME TO THE FENWAY

This is Boston's most energetic neighborhood. Whatever you do, do it in the Fenway.



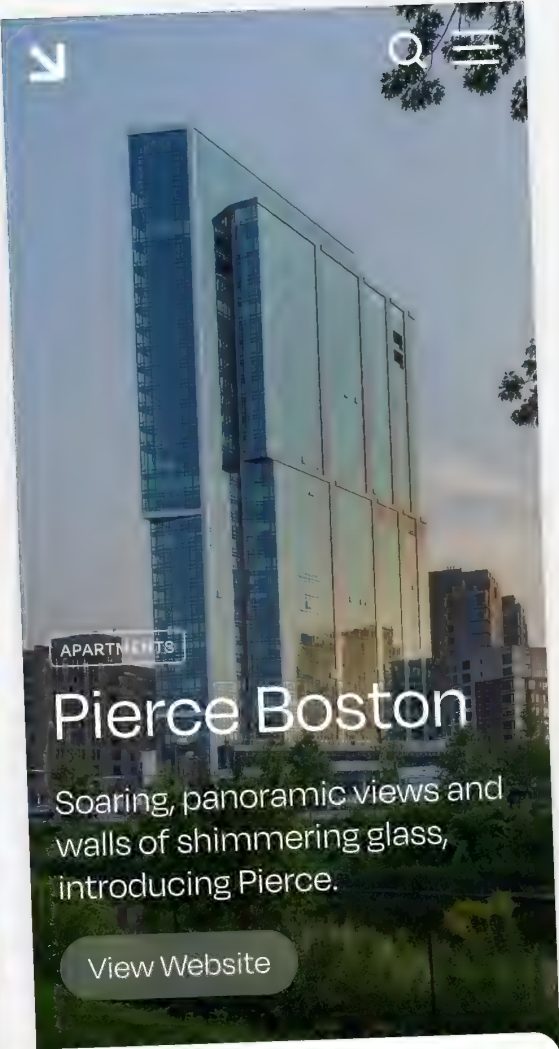
The Fenway food scene is bursting with choice, all the way from early morning bites to midnight feasts.

[More](#)



Whether you're looking for a morning pick-me-up, an after workout energy boost or something a little stronger, The Fenway has you covered.

[More](#)



200 BROOKLINE AVENUE
BOSTON MA 02215

CLOSES 6PM

SEE FLOOR PLANS

(617) 603-5545

EMAIL AGENT

PIERCEBOSTON.COM



About Pierce Boston

With its soaring, panoramic views and walls of shimmering glass, Pierce Boston is not only an architectural standout, it is reimagining life in one of the nation's most storied cities.



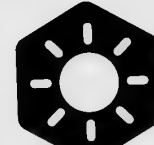
PROUD



ORIGINAL



BRAVE



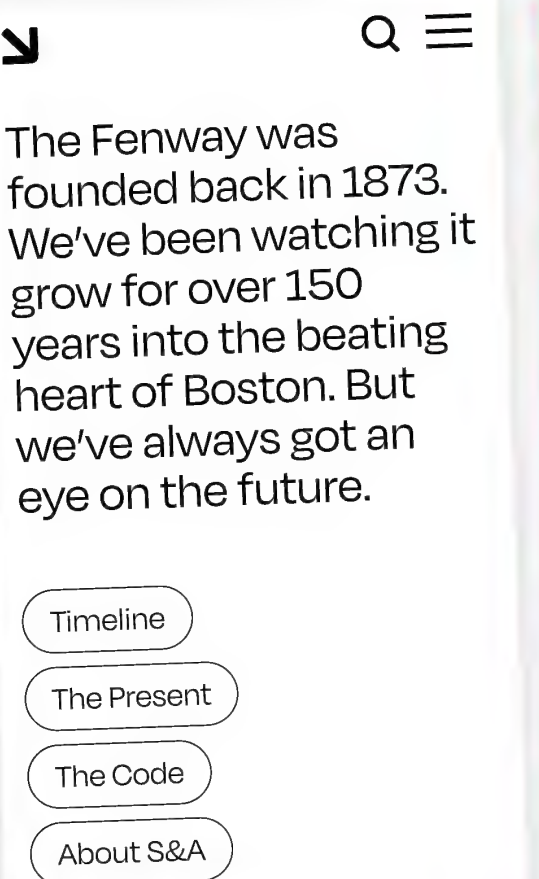
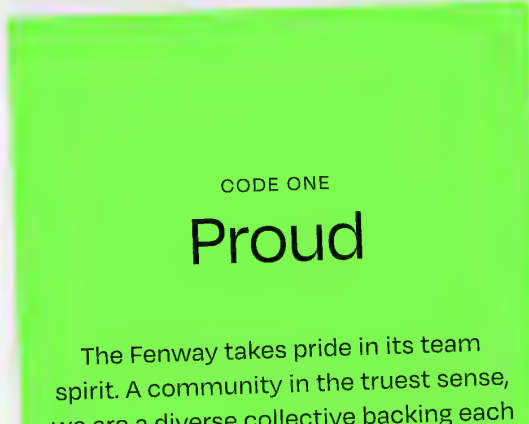
JOYFUL



CURIOUS



REBELLIOUS



About The Fenway

The Fenway originally gained fame as home to several famous landmarks in the city, including Fenway Park and The Citgo sign. Today, it is known for much more. Through years of development, it has become the dynamic hive of interest and industry that we know today. It is alive 24-hours a day with world-class events, dining, art, shops and groundbreaking innovation.

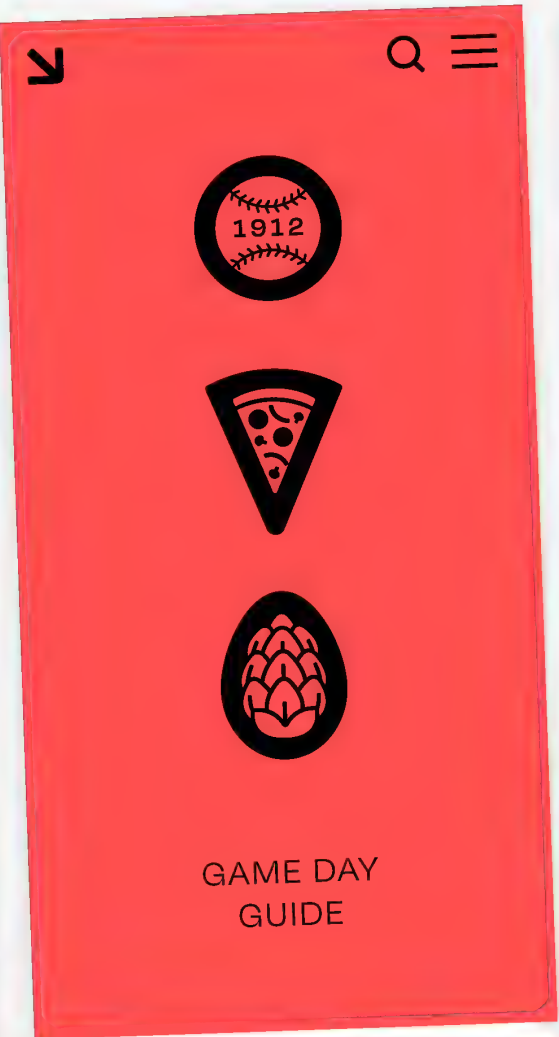
Early history



1873

The Fenway is annexed

The neighborhood started to form from land annexed from neighboring Brookline as part of the Brookline-Boston annexation



Got tickets for a Red Sox game tonight?

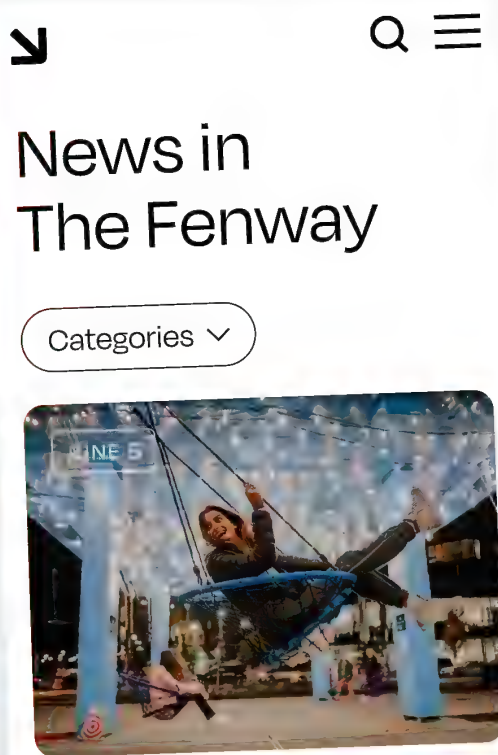
Here's your guide to the best possible day you can have leading up to, during, and after the game.



The Morning

Start the day with some breakfast at Tatte. You'll be in the heart of the Fenway so take in the buzz from the early risers and locals heading to work.

Head to Pavement for a coffee, a Boston staple who do lots for native coffee growers. And everyone agrees coffee tastes better when its sustainably sourced!



Summertime on our Minds

That feeling when it's finally summertime in the city. Starting June 1, join us in The Fenway for an exciting lineup of new events, pop ups, and activations across the neighborhood.

[More](#)



"Light Shines from Her Fingers," now on view at The Station Gallery

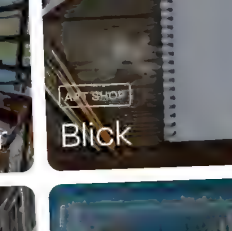
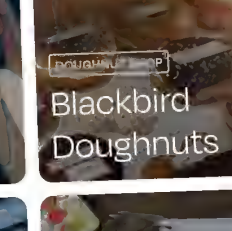
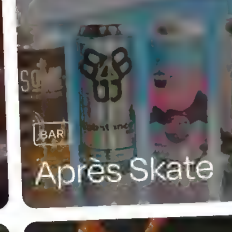
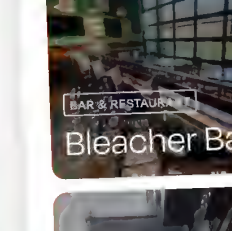
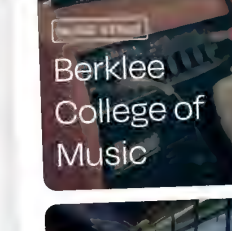
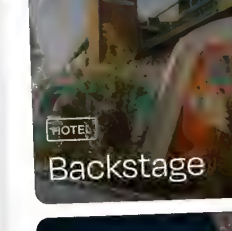
That feeling when it's finally summertime in the city. Starting June 1, join us in The Fenway for an exciting lineup of new events, pop ups, and activations across the neighborhood.

[More](#)



109 RESULTS

[VIEW MAP](#)



JUNE 5 2023

That feeling when it's finally summertime in the city. Starting June 1, join us in The Fenway for an exciting lineup of new events, pop ups, and activations across the neighborhood.

With curated programming at both The Station and The Green at 401 Park, outdoor dining from an eclectic mix of incredible restaurateurs, and specialty events throughout the neighborhood, there's something for everyone to enjoy.

It's no secret that summer is one of our favorite seasons. Make sure to follow along on social and check out our full Events calendar to stay up-to-date on all the fun that's to come.

The Station

The Green



Swing by The



Lyrik

Branding, [Website Design](#), Window Vinyl

Team Size: 3

Located on Newbury Street in Boston, Lyrik melds Back Bay's history with Boston's musical roots, using song lyrics on its brand and website for a unique narrative. The design celebrates the area's past and future visionaries, while temporary vinyl on its windows during construction reflects the brand's ethos and aids in leasing, merging design with utility.

Lyrik



1. LYRIK LOGO
PANEL

2. VINTAGE
PHOTO PANEL

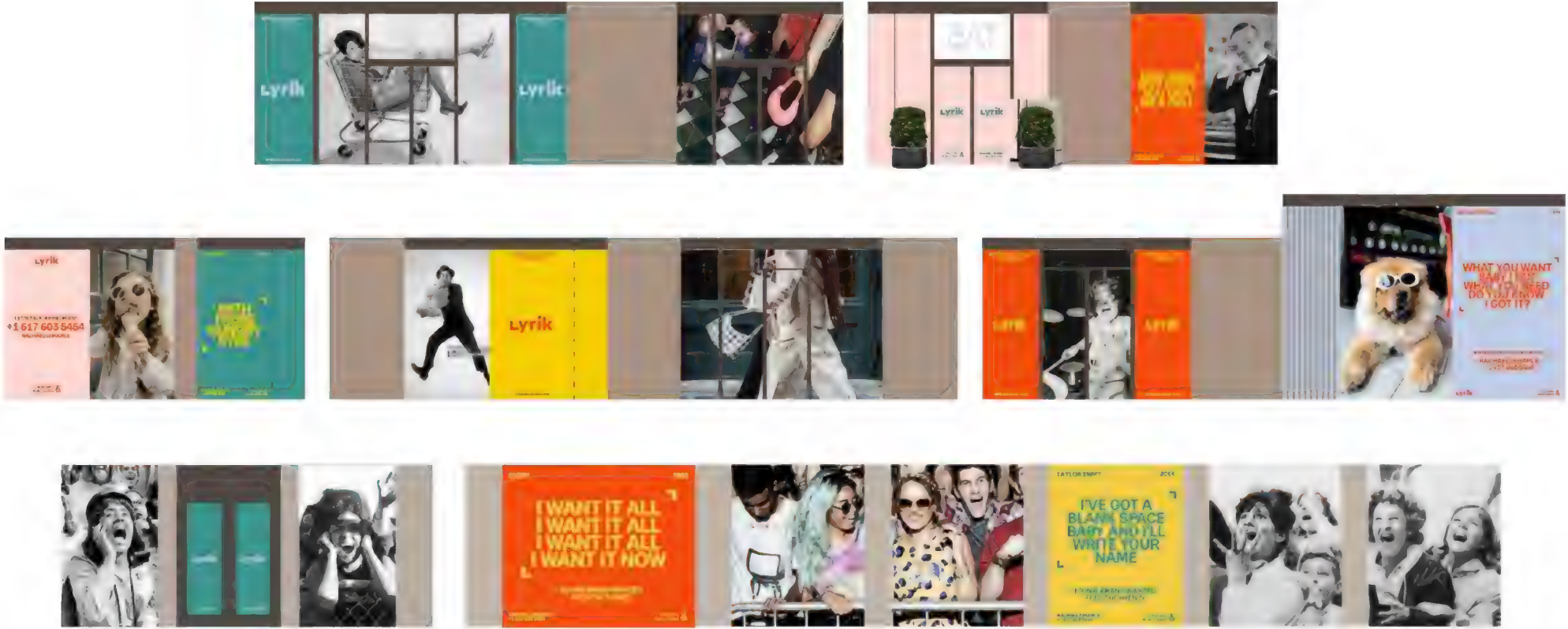
3. SONG LYRIC
PANEL

4. CALL TO ACTION
PANEL

5. MODERN
PHOTO PANEL

6. SONG LYRIC PANEL





RENT



MOVE



SHOP



YOU



AVAILABILITY



CONTACT



CTA



HOME



Lyrik Website

Website Design

Team Size: 1

The website’s development unfolds in three key phases.

- > holding page for pre-launch
- > landing page for leasing
- > full website for the public visitors

<https://lyrikbackbay.com/>

> OURFRIENDS, LONDON



Lyrik

HELLO IS IT
ME YOU'RE
LOOKING FOR

DISCOVER SOMETHING DIFFERENT

At the heart of Boston's
urban landscape, and community, is a
thriving mix of experiences. Back Bay
and Fenway district, it offers a unique
collaboration of experiences.



A CURATED MIX OF EXPERIENCES

SEE OUR RETAILERS



EVENTS AT LYRIK

Lyrik is a vibrant community hub that offers a variety of events and experiences. From live music to art installations, there's always something new to discover. Join us for our upcoming events and see why Lyrik is the place to be.



IT'S A NEW DAY WE WANT TO POT

UPDOWN FUNK



WHAT'S HAPPENING AT LYRIK

Lyrik is a vibrant community hub that offers a variety of events and experiences. From live music to art installations, there's always something new to discover. Join us for our upcoming events and see why Lyrik is the place to be.



PIONEERING THE PATH TO ELECTRIC

Lyrik is a vibrant community hub that offers a variety of events and experiences. From live music to art installations, there's always something new to discover. Join us for our upcoming events and see why Lyrik is the place to be.



CULINARY SHOWCASE FEATURING GUEST CHEF AT LYRIK

CURATED SHOPPING & DINING EXPERIENCES

Lyrik is a vibrant community hub that offers a variety of events and experiences. From live music to art installations, there's always something new to discover. Join us for our upcoming events and see why Lyrik is the place to be.



I WANT TO LIVE ALL THE TIME NOW



RIVIAN

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A COLORFUL ARRAY OF RETAILERS

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RIVIAN



PINK LARROTT



KURA



LEGO

WORK WHERE IDEAS FLOURISH

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WORK WHERE IDEAS FLOURISH

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250K 4,000 4-11

1001 BOYLSTON ST

Lyrik is a vibrant community hub that offers a variety of events and experiences. From live music to art installations, there's always something new to discover. Join us for our upcoming events and see why Lyrik is the place to be.




OFFICE HIGHLIGHTS



YOUR GUIDE TO THE HEART OF BACK BAY

Lyrik is a vibrant community hub that offers a variety of events and experiences. From live music to art installations, there's always something new to discover. Join us for our upcoming events and see why Lyrik is the place to be.



IT'S A NEW DAY WE WANT TO POT

UPDOWN FUNK



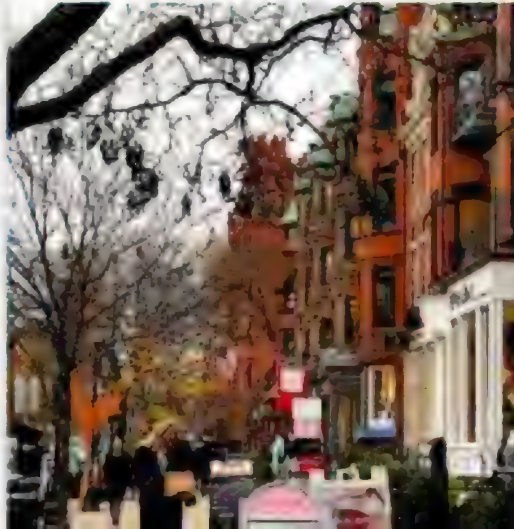
BOSTON'S GATEWAY

Lyrik is a vibrant community hub that offers a variety of events and experiences. From live music to art installations, there's always something new to discover. Join us for our upcoming events and see why Lyrik is the place to be.



NEWBURY STR

Lyrik is a vibrant community hub that offers a variety of events and experiences. From live music to art installations, there's always something new to discover. Join us for our upcoming events and see why Lyrik is the place to be.



DISCOVER SOMETHING DIFFERENT

Lyrik embodies the vibrant spirit of Boston, blending culture, innovation, and community in a dynamic hub. Nestled between historic Back Bay and the creative Fenway district, it offers a unique mix of dining, shopping, and entertainment options.

ABOUT LYRIK →

RIVIAN

First Floor Unit 03

Rivian's showroom at Lyrik is an immersive space where technology, design, and environmental stewardship converge, inviting visitors to envision a greener future on the roads.

Monday-Saturday 10:00am-8:00pm
Sunday 11:00am-7:00pm

GO TO WEBSITE

FLOOR PLAN

RETAIL UNIT

LEVEL 1

- 01 Rivian
- 02 Rivian
- 03 Avra
- 04 George Howell
- 05 Pink Carrot
- 06 Retail1
- 07 Retail2
- 08 Retail3
- 09 Retail4
- 10 Retail5
- 11 Retail6
- 12 Retail7

DOLLY PARTON

1980

WORK TO MAKE A WAY TO MAKE A LIVIN'

WHAT'S HAPPENING

From art exhibitions and live music performances to community workshops and seasonal festivals, this section keeps you informed and engaged with the vibrant pulse of Lyrik's community life.

MORE EVENTS →

7 FEB 2024 AT 9PM

Free

LYRIK UNPLUGGED: EVENING ACOUSTIC SESSIONS

Join us for "Lyrik Unplugged," an intimate series of acoustic performances featuring local and visiting artists.

7 FEB 2024 AT 2PM

Free

CAMBRIDGE WALKING TOUR WITH BEN EDWARD

Explore Boston's rich history on a guided walking tour with Ben Edwards.

7 FEB 2024 AT 2PM

Free

BOSTON REI RUN CLUB OPEN CALL

Connect with fellow outdoor enthusiasts in Boston REI's invigorating run club.

STAY WITH US

Discover a vibrant community and a beautiful view of the city. Lyrik is a unique space where technology, design, and environmental stewardship converge, inviting visitors to envision a greener future on the roads. and panoramic views that crescendo against the backdrop of Boston's eclectic rhythm.

RETAIL OPPORTUNITIES

400 Newbury Street, Boston, MA 02215

RETAIL HIGHLIGHTS

- 55,000 Square Feet of iconic retail space anchoring the Back Bay
- Back Bay's largest open-air people plaza
- Boston's most visible dining and shopping destination
- 150,000 cars driving under the site daily

LEARN MORE →

NEIGHBORHOOD GUIDE

Nestled in the heart of Boston, Lyrik stands as a gateway to the rich history and vibrant culture of one of the city's most distinguished districts. This area, encompassing the elegance of Back Bay, the spirited energy of Fenway, and the chic allure of Newbury Street, forms a mosaic of architectural beauty, cultural depth, and fashionable sophistication.

Arts & Culture

Entertainment

Parks & Outdoors

Food & Drink

Shop & Stay



DISCOVER SOMETHING DIFFERENT

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ABOUT LYRIK →



WORKING AT LYRIK

Elevate your work life in our modern, dynamic office spaces. Tailored to meet the needs of businesses both big and small, our Office module provides the perfect blend of functionality and inspiration.

OUR OFFICES & LABS →



LYRIK

Explore the pulse of Lyrik through our vibrant events section, where the essence of the community comes to life. From immersive cultural evenings and lively music sessions to innovative talks and neighborhood gatherings, each event is a testament to the dynamic spirit of Lyrik.



MARK RONSON FT. BRUNO MARS
2014



WHAT'S HAPPENING AT LYRIK



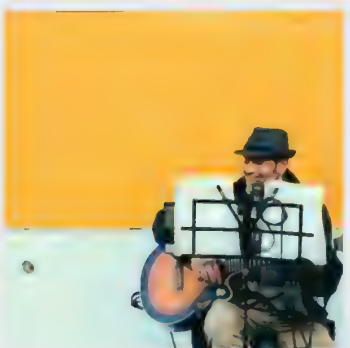
7 FEB 2024 Free

PIONEERING THE PATH TO ELECTRIC

Immerse yourself in a culinary adventure at Avra with a special showcase by a renowned guest chef. Savor exquisite dishes and learn the secrets behind their creations in an evening that promises to delight your palate

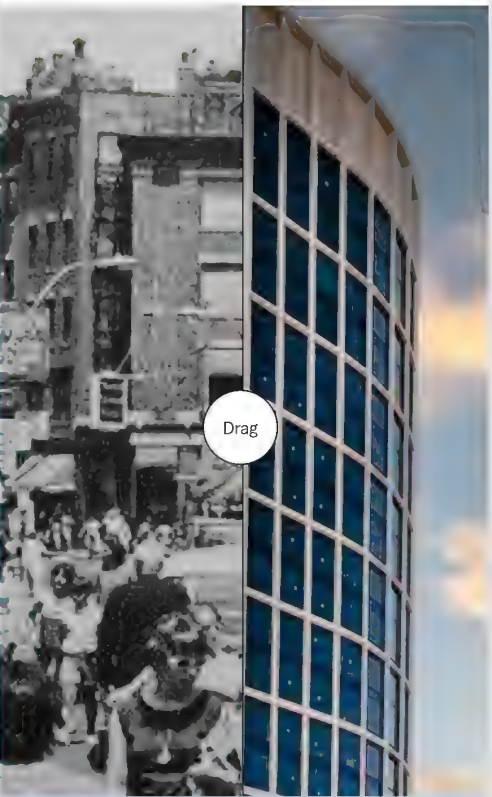
THE LYRIK STORY

Lyrik's vibrant heart, an open-air space where culture and community meet. It's a dynamic venue for live shows, art displays, and seasonal festivities, effortlessly transitioning from a serene daytime oasis to an energetic evening hub.



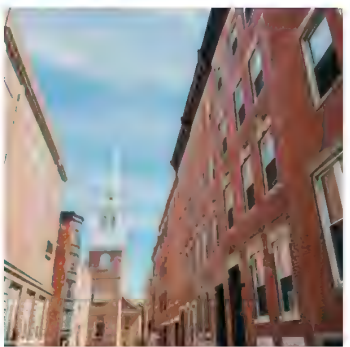
THE PODIUM

Lyrik's vibrant heart, an open-air space where culture and community meet. It's a dynamic venue for live shows, art displays, and seasonal festivities, effortlessly transitioning from a serene daytime oasis to an energetic evening hub.



THE DEVELOPMENT

Lyrik's vibrant heart, an open-air space where culture and community meet. It's a dynamic venue for live shows, art displays, and seasonal festivities, effortlessly transitioning from a serene daytime oasis to an energetic evening hub.



THE CONNECTION

Lyrik's vibrant heart, an open-air space where culture and community meet. It's a dynamic venue for live shows, art displays, and seasonal festivities, effortlessly transitioning from a serene daytime oasis to an energetic evening hub.

Explore more

Samuels & Associates

Building communities, centering culture, driving innovation, thinking big, doing bigger.

Samuels & Associates turns spaces into striking new developments, intelligent design into fast-paced innovation, bricks and mortar into memorable experiences, historic buildings into modern labs teeming with life, architectural visions into thriving communities.

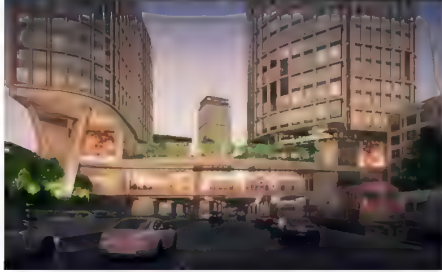
We believe community is everything. We're driven to create inspiring and inclusive spaces in which to live, work and play, and a strong sense of belonging – for the people of Boston and beyond because we believe everyone deserves to love where they spend time.



EXPLORE MORE →

GET IN TOUCH

400 Newbury St, Boston, MA 02215



RETAIL LEASING

Rachael Diharce
retail@samuelsre.com
+1 6176035454

Rachael Diharce
retail@samuelsre.com
+1 6176035454

OFFICE LEASING

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GENERAL ENQUIRY

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+1 6176035454

OFFICE LEASING

Emily Simard
office@samuelsre.com
+1 6176035454

OF THE DAY HERE

Lyrik

400 Newbury St, Boston, MA21005

GET IN TOUCH

FOLLOW US

IT NOW

RIVIAN

First Floor Unit 03

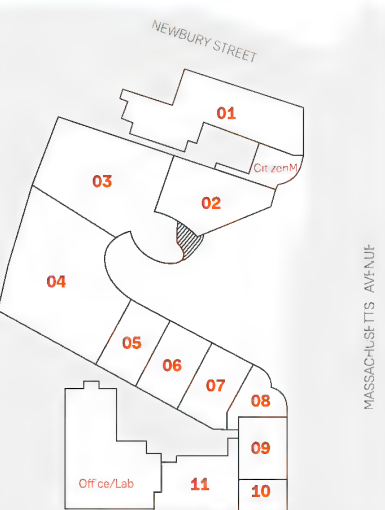
Rivian's showroom at Lyrik is an immersive space where technology, design, and environmental stewardship converge, inviting visitors to envision a greener future on the roads.

Mon-Sat 10:00-20:00
Sun 11:00-19:00



GO TO WEBSITE

FLOOR PLAN



RETAIL UNIT

LEVEL 1

- 01 Rivian
- 02 Rivian
- 03 Avra
- 04 George Howell
- 05 Pink Carrot
- 06 Retail1

- 07 Retail2
- 08 Retail3
- 09 Retail4
- 10 Retail5
- 11 Retail6
- 12 Retail7

NEIGHBORHOOD GUIDE

The area surrounding Lyrik is a vibrant blend of history, culture, and modernity, offering a wide array of experiences.

Entertainment



Parks & Outdoors



Food & Drink



Arts & Culture



Delve into the vibrant arts scene with galleries, theaters, and museums that celebrate local and global creativity.

PUCKER GALLERY

Diverse global art, from ceramics to photography.

BOSTON CENTER FOR THE ARTS

A multidisciplinary arts hub supporting local artists.

MUSEUM OF FINE ARTS, BOSTON

Comprehensive collection.

COPLEY SOCIETY OF ART

Showcase of emerging and established artists.

BERKLEE COLLEGE OF MUSIC

Contemporary music education.

BOSTON ARTS ACADEMY

Boston's public high school

KAJI ASO STUDIO

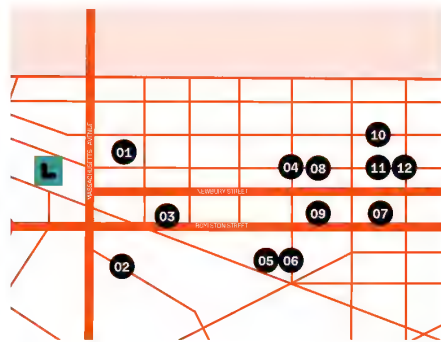
An art institute offering classes in visual arts.

Shop & Stay



WHAT'S IN THE AREA

The area surrounding Lyrik is a vibrant blend of history, culture, and modernity, offering a wide array of experiences.



ARTS & CULTURE

PARKS & OUTDOORS

- 01 Rivian
- 01 Rivian
- 01 Rivian
- 01 Rivian
- 01 Rivian

- 01 Rivian
- 01 Rivian
- 01 Rivian
- 01 Rivian
- 01 Rivian

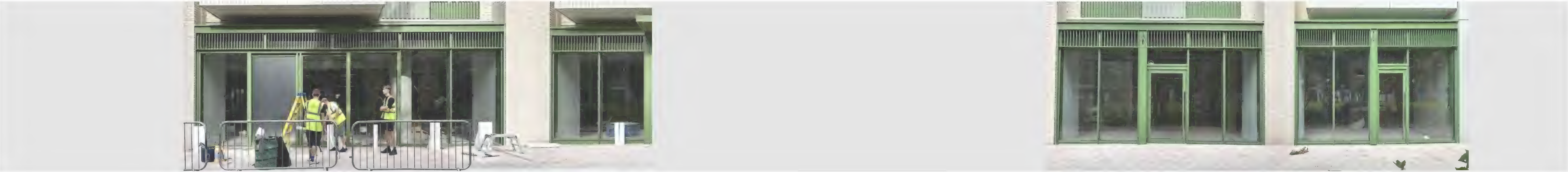
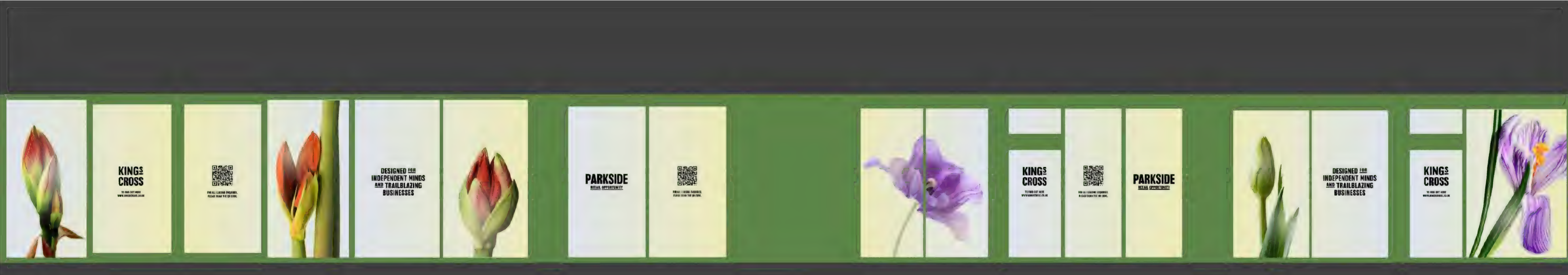
Capella

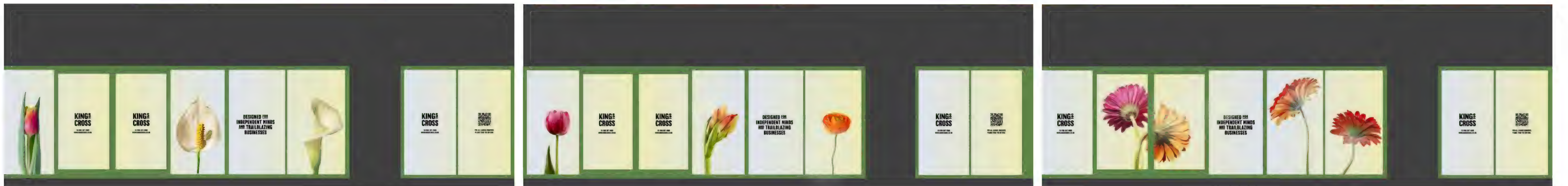
Window Vinyl

Team Size: 1

A project for Related Argent at King's Cross, creating nature-inspired window graphics for three retail units in the Capella building. The design integrates close-up plant imagery with messaging that highlights the area's green spaces and promotes retail opportunities, aligning with the broader Parkside campaign.





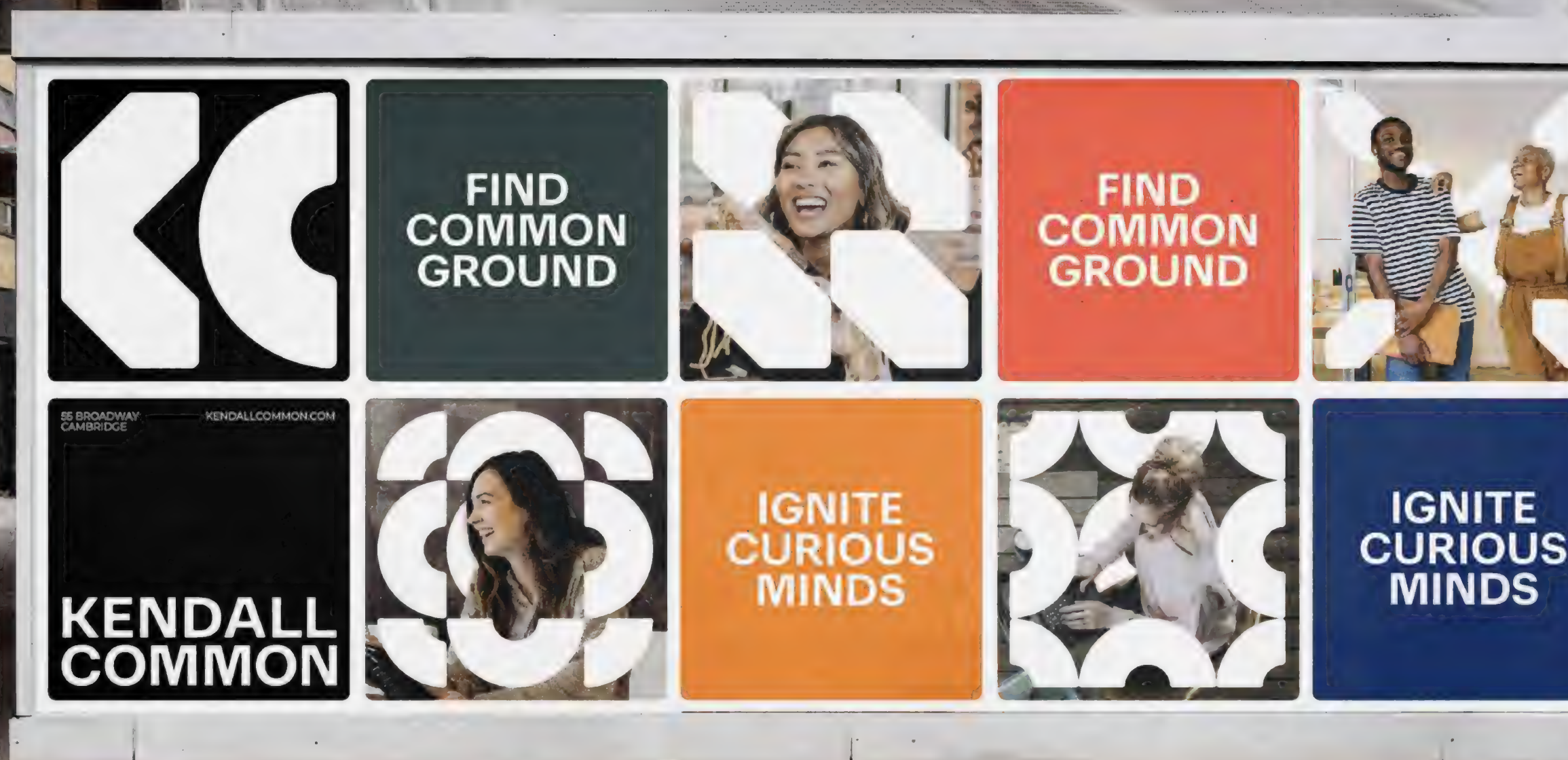


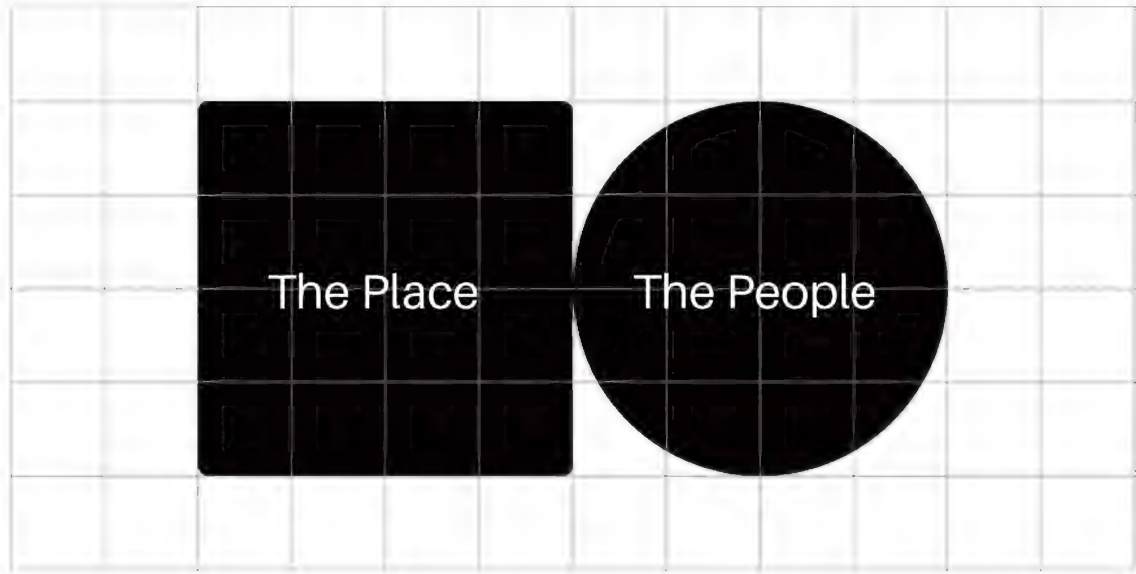
Kendall Common

Branding, Website Design

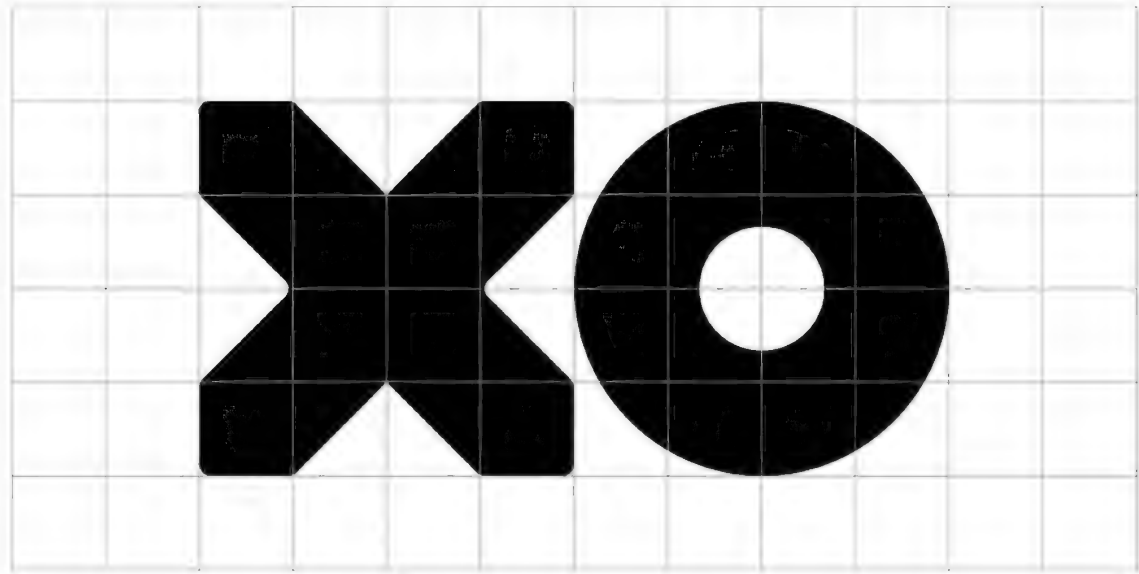
Kendall Common is a dynamic neighborhood located on a 14-acre site in Cambridge, MA. The neighborhood comprises of eight mixed-use buildings, green spaces and a community hub that will be an inclusive mixing pot that nurtures and inspires everyone who lives and works here.

I worked on the branding and website for leasing purposes.

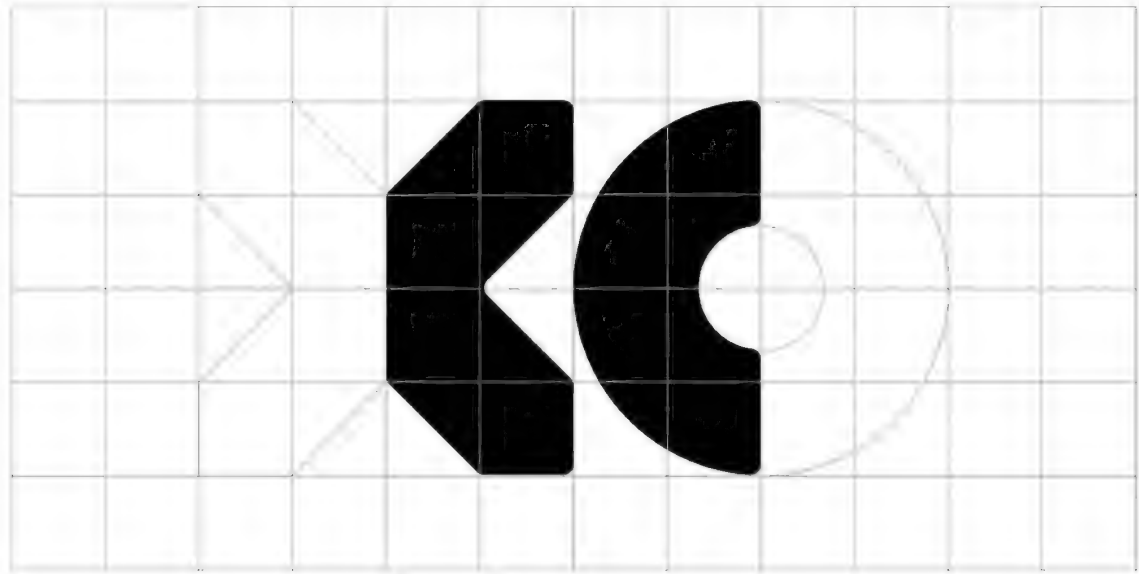




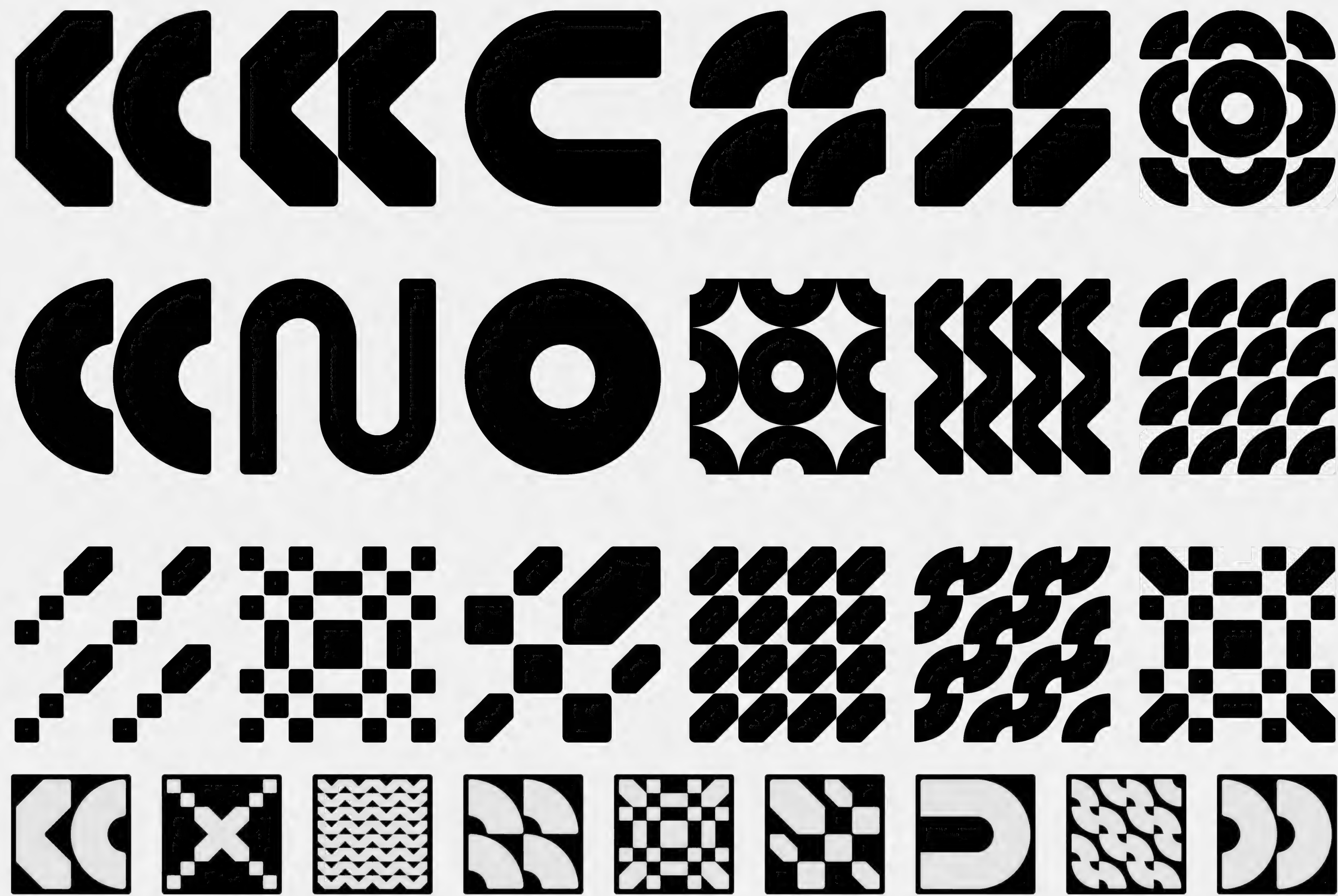
The KC monogram is built from a square representing the place, Kendall Square, and a circle representing the people and community.



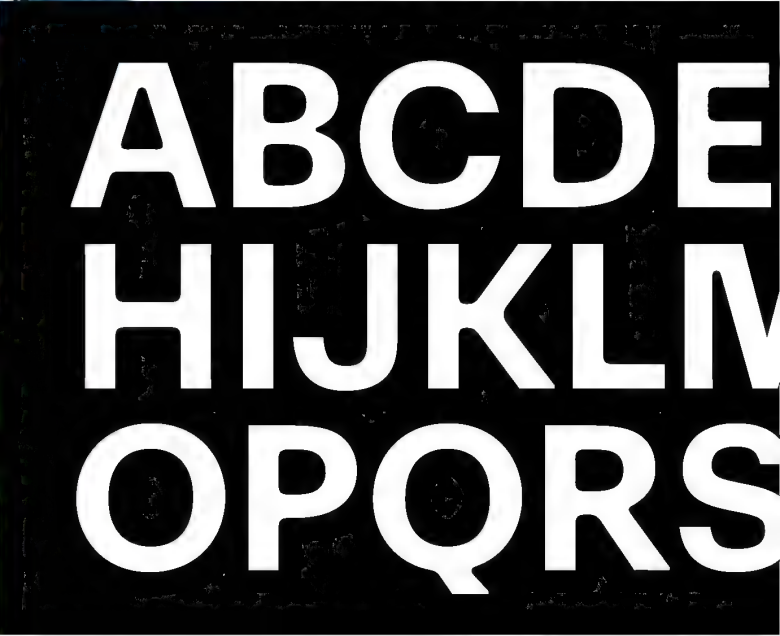
From the square and circle a dynamic set of icons is built to represent the energy of Kendall Common.



From the icons the 'K' and 'C' are formed from half of the place icon and half the community icon. The 'K' brings an engineered quality to the monogram that speaks to our MIT heritage and the 'C' brings a roundness and softness that speaks to our community.



Typeface Development
KENDALL SANS



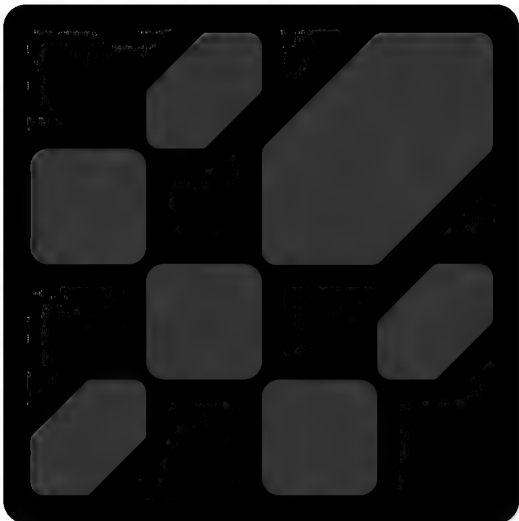
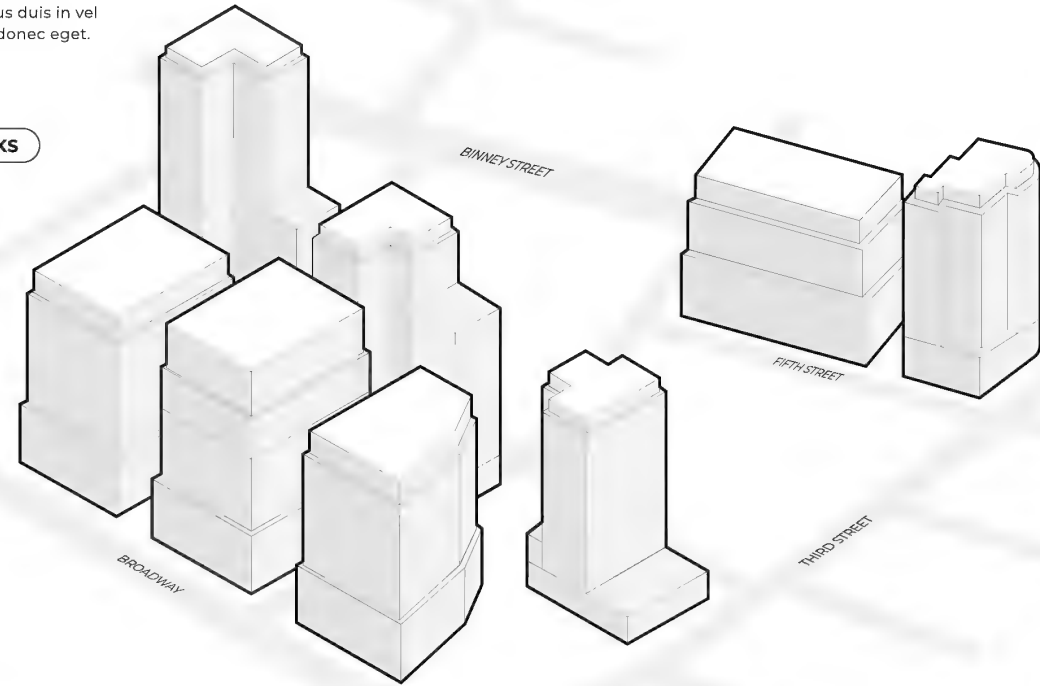


IN THE HEART OF KENDALL

OVERVIEW OF THE PROJECT

Lorem ipsum dolor sit amet consectetur. Orci arcu rhoncus tellus dui in vel consequat. Habitasse viverra enim feugiat at sed tristique quis donec eget. Nulla in amet magna lacinia

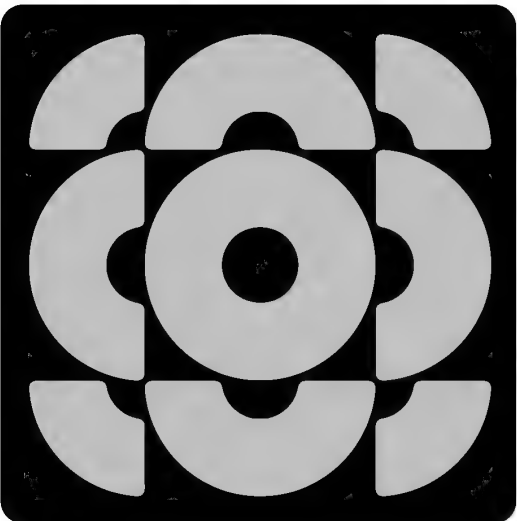
PHASE 01 PHASE 02 PHASE 03 PARKS



COMMERCIAL

Lorem ipsum dolor sit amet consectetur. Cum sit dolor quis etiam ipsum. Tristique leo

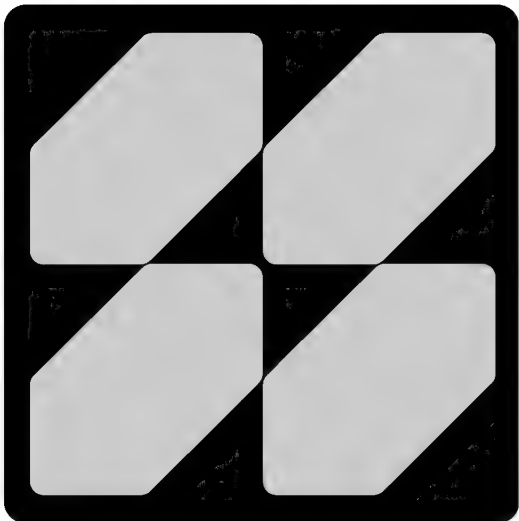
[Learn more](#)



RESIDENTIAL

Lorem ipsum dolor sit amet consectetur. Cum sit dolor quis etiam ipsum. Tristique leo

[Learn more](#)



RETAIL

Lorem ipsum dolor sit amet consectetur. Cum sit dolor quis etiam ipsum. Tristique leo

[Learn more](#)



FIND COMMON GROUND



Lorem ipsum dolor sit amet consectetur. Arcu purus commodo quam orci cras nunc. Ut sem mauris lectus pharetra malesuada nulla. Vitae cursus faucibus faucibus malesuada diam.

VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

A DYNAMIC NEW DESTINATION IN THE HEART OF KENDALL



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY


MAP

THIS IS KENDALL COMMON



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY


MAP



COMMERCIAL

Kendall Common is a vibrant commercial district with a mix of retail, office, and entertainment spaces.


[Learn more](#)



RESIDENTIAL

Kendall Common is a vibrant residential district with a mix of rental and ownership housing.

[Learn more](#)



RETAIL


Kendall Common is a vibrant retail district with a mix of retail and entertainment spaces.

[Learn more](#)

VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


IN THE HEART OF KENDALL



CREATING A BETTER WORLD

Kendall Common is a vibrant community with a mix of retail, office, and entertainment spaces.

[Our Story](#)





WHAT'S ON IN THE

VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

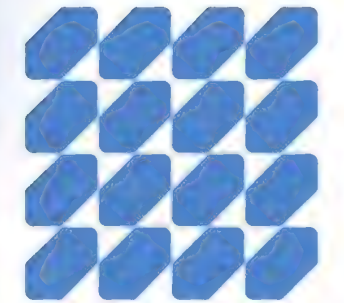
FIND COMMON GROUND



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


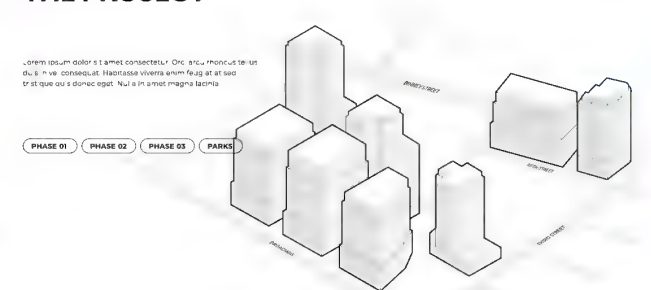
WHERE UNCOMMON IS COMMON



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

OVERVIEW OF THE PROJECT



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


WHO'S IN THE AREA




VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

WORK WHERE IT MATTERS




WHAT'S INCLUDED



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MAP

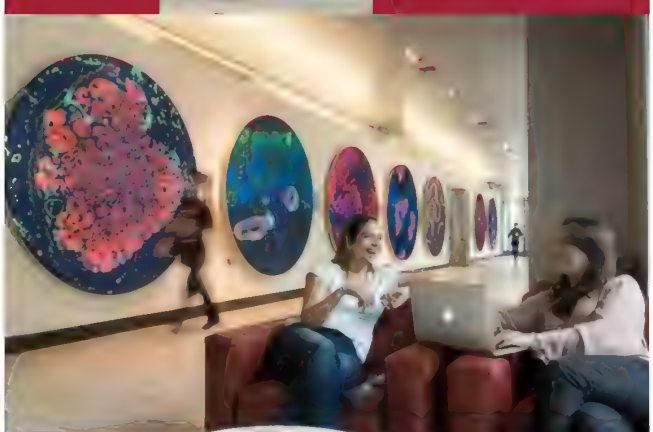

KENDALL COMMON IS A MEETING PLACE OF CREATIVITY AND INNOVATION



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


WHERE RESEARCH AND DISCOVERY MEETS THE BUSINESS WORLD.



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MAP


A PLACE OF OPPORTUNITY





VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

A PLACE YOU CAN CALL HOME



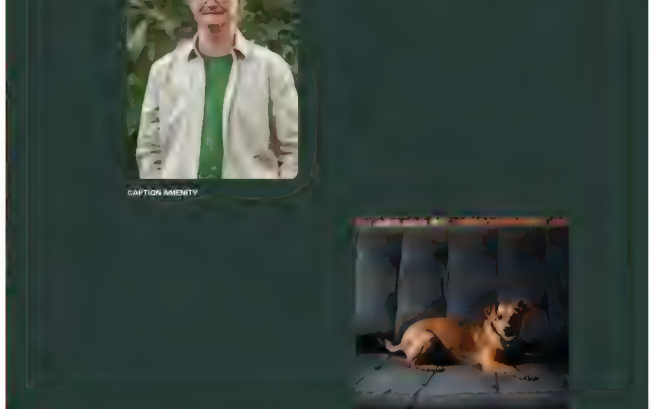
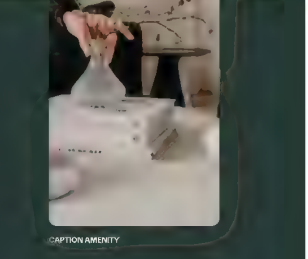
WHAT'S INCLUDED



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MAP

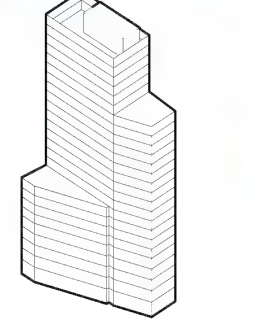
FOR MEMORIES THAT SEEM BRAND NEW



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


30 POTTER ST.



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


BECOME PART OF THE STORY




VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

FROM BOOKS TO BEERS




THE STATS AND THE FIGURES



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MAP


FUN AND FLAVOR ALL IN ONE PLACE



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

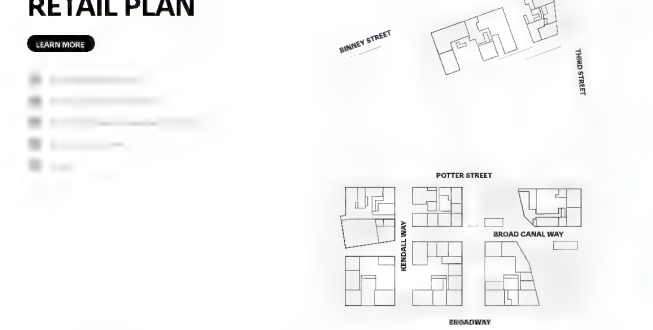
TAILORED RETAIL



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MAP


RETAIL PLAN



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MAP

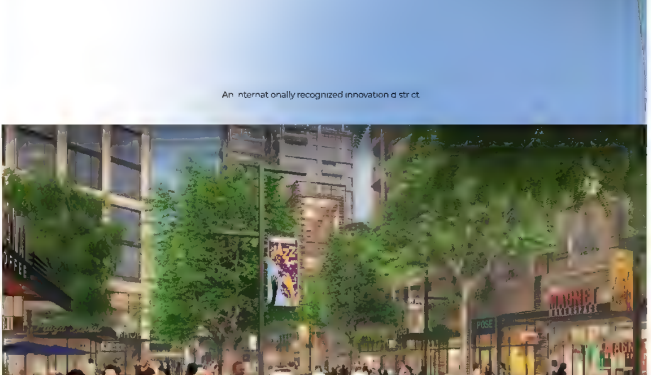
BECOME PART OF THE STORY




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MAP

WE ARE KENDALL COMMON



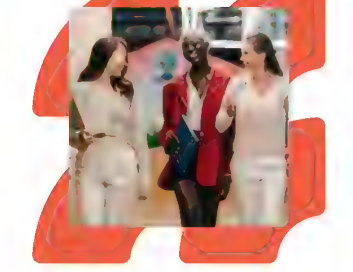
KENDALL'S ORIGIN STORY IS ONE OF HAPPY ACCIDENTS AND INTENTIONAL PARTNERSHIPS.



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


WITH SO MUCH GLOBALLY RECOGNIZED TALENT IN THIS SMALL CORNER OF THE WORLD



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

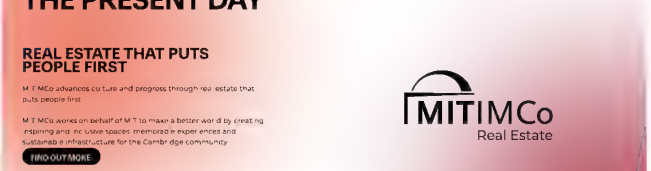
THE KENDALL STORY



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

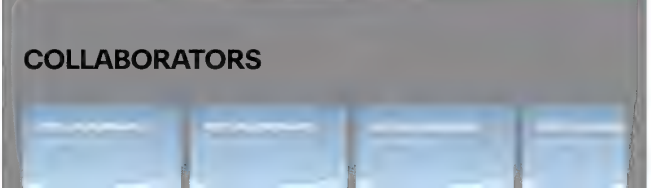
THE PRESENT DAY



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MAP


COLLABORATORS



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


PROUDLY IN THE HEART OF THE KENDALL COMMUNITY.



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


OUR COMMUNITY



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


THE COMMUNITY CENTER AT KENDALL COMMON



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

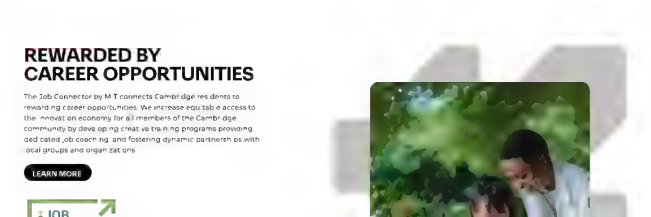
REWARDED BY CAREER OPPORTUNITIES



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP


WHAT'S H IN THE CO



VIEWCOMMERCIALRESIDENTIALRETAILCOMMUNITYWHAT'S ON OUR STORY

MAP

WHAT'S H IN THE CO




KENDALL
COMMON

VisionCommercialResidentialRetailCommunityWhat's OnOur Story

MAP

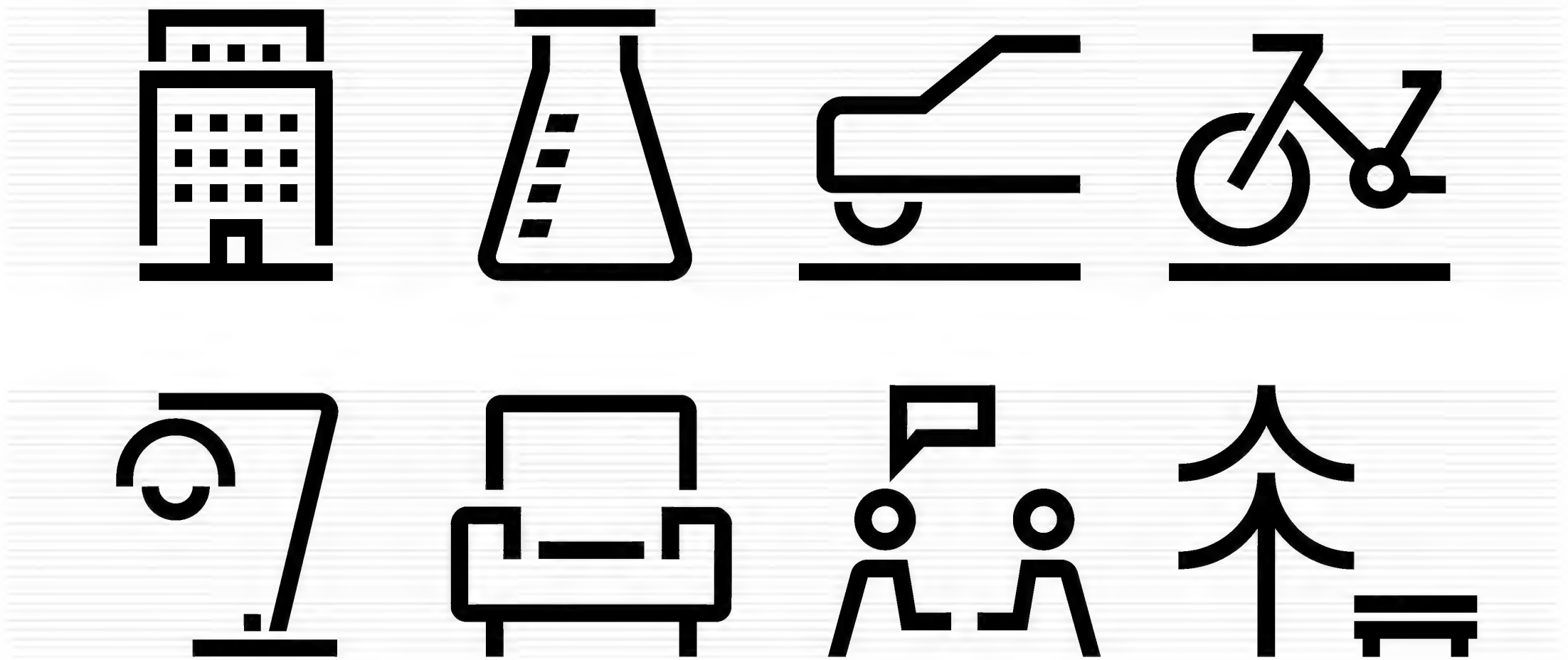
PROUDLY IN THE HEART
OF THE KENDALL
COMMUNITY.

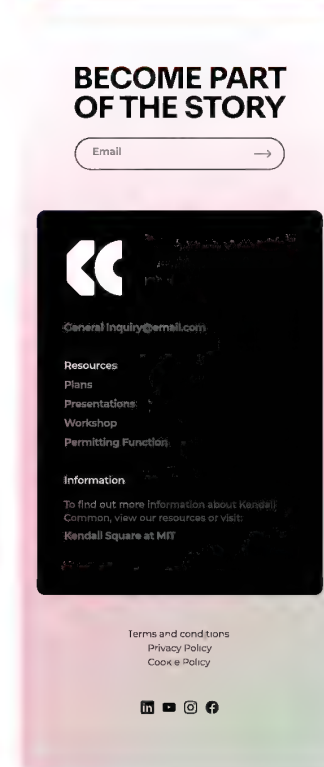
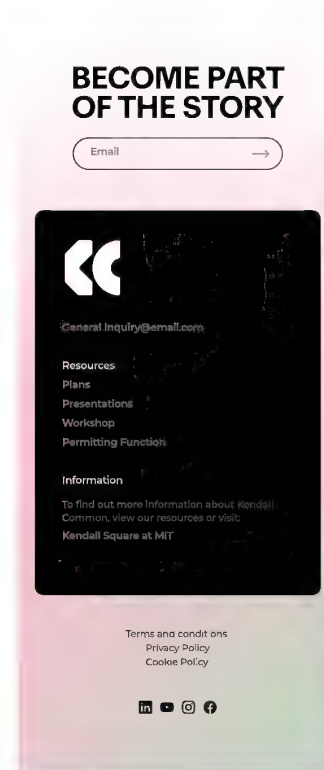
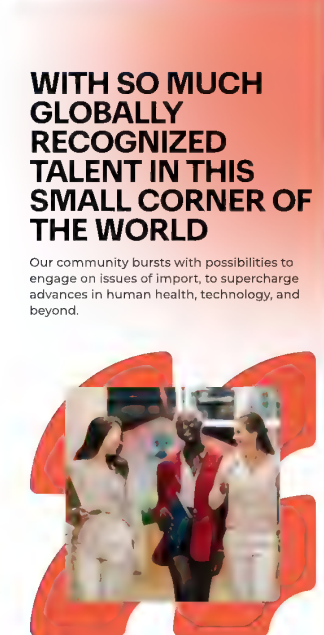
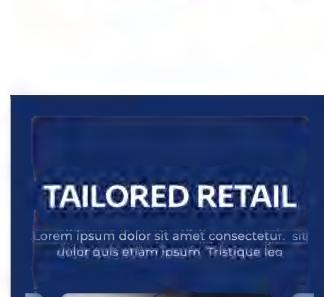
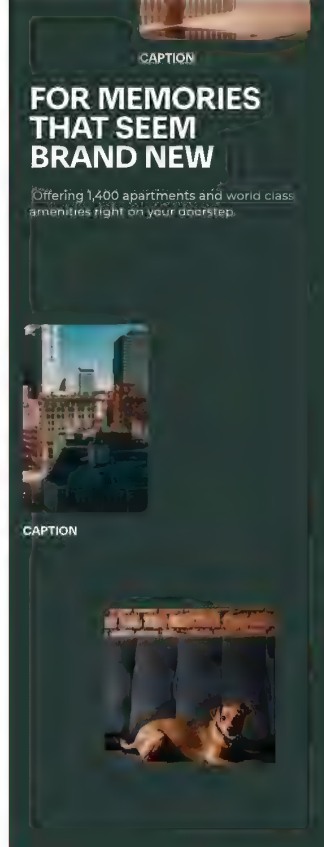
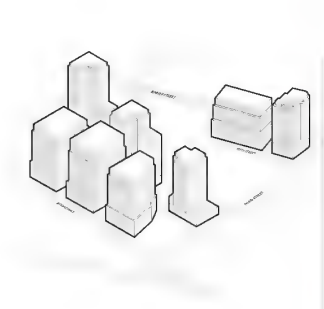
MIT aims to create a dynamic mixed-use center in Kendall Square through this historic opportunity to redevelop the Volpe parcel. The Institute will build on the Cambridge community's extensive urban planning and visioning efforts to advance a plan that connects the neighborhood with new open space, pedestrian links, housing, retail, and science and innovation space.



OUR COMMUNITY VA

[LINK TO WEBSITE](#)





Does Colour Matter?

Data Visualisation
D3.js, JavaScript

Team Size: 1

Do black cars perform better in the second-hand car market?

Model, color and price are the three key factors when buying a car. This visualisation explores the relationship between those factors, and the market share of car manufactures in the second-hand car market.

DOES COLOUR MATTER?

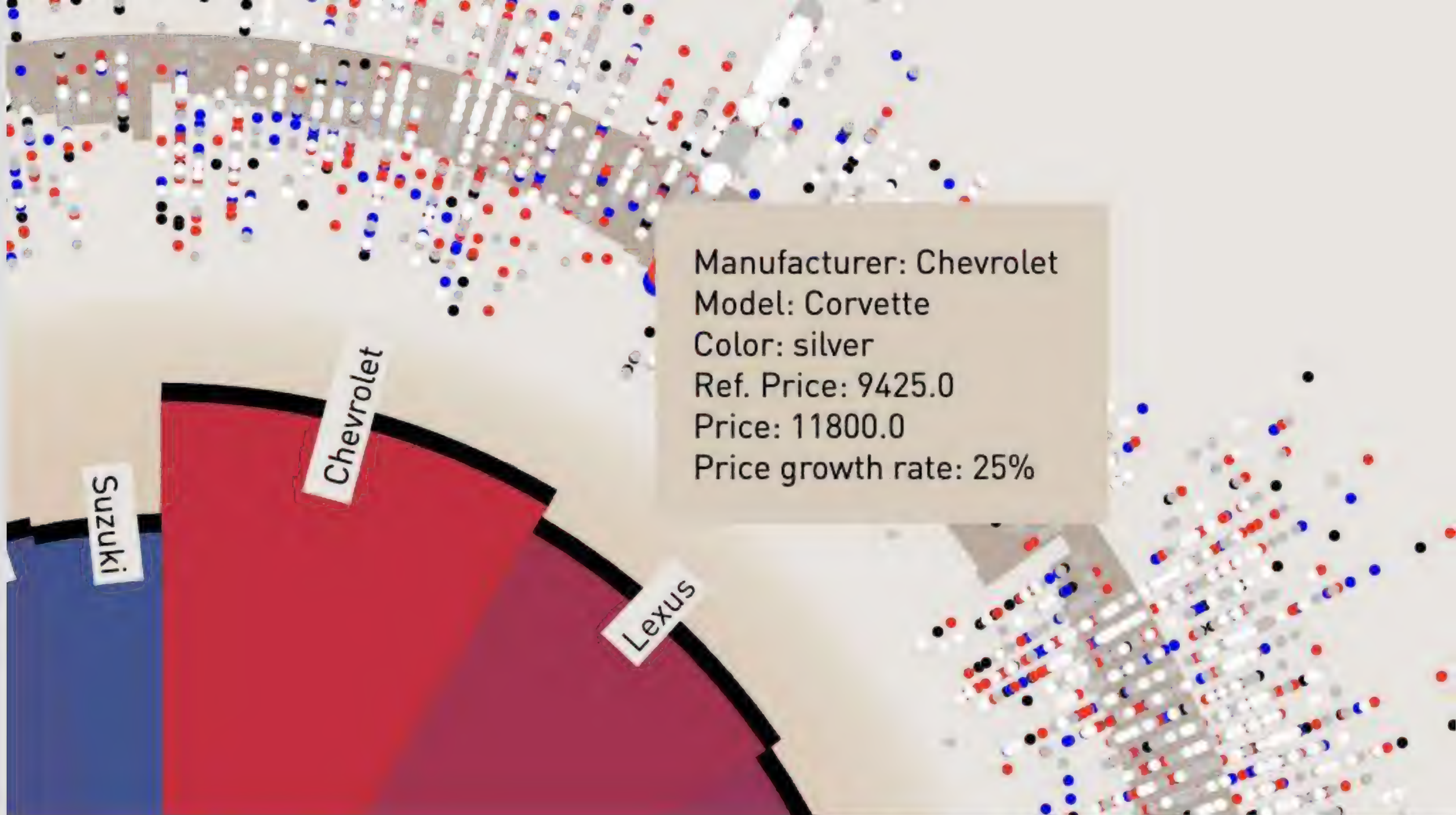
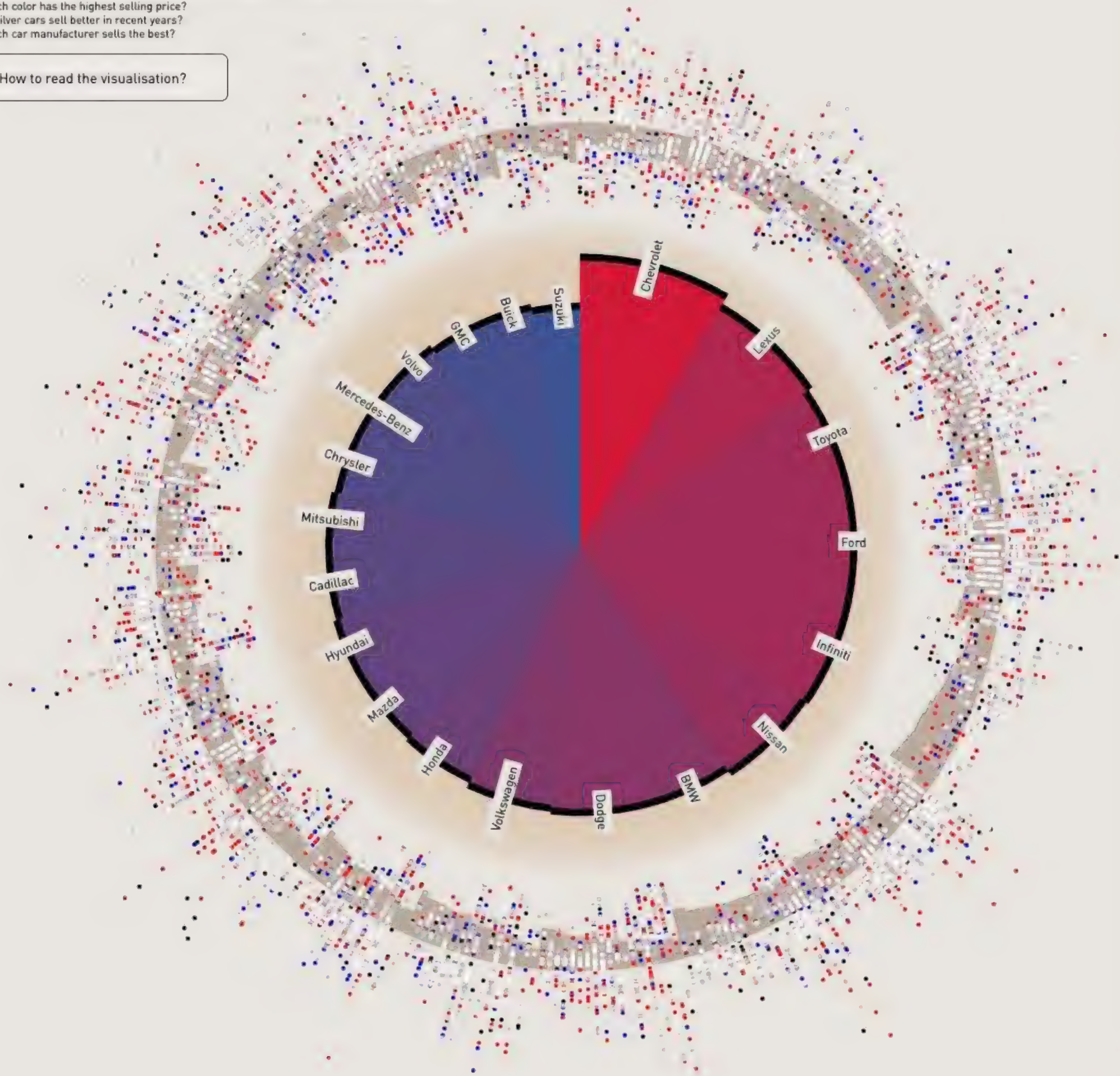
Do black cars perform better in the second-hand car market?

"Wash me, please!" Model, color and price are the three key factors when buying a car. This visualisation explores the relationship between those factors, and the market share of car manufactures in the second-hand car market.

Here are some questions to explore:

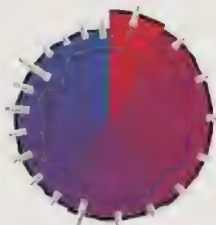
- Do black cars - which the color is seen as the most common - occupies the most market share?
- Which color has the highest selling price?
- Do silver cars sell better in recent years?
- Which car manufacturer sells the best?

How to read the visualisation?



How to read the visualisation?

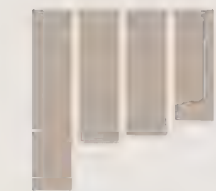
Pie Chart



It shows the **market share** of car manufacturer in the second-hand car market by **length** - how long does it extend - through summarising the number of cars of a manufacturer has sold between the year of **1980 and 2015**. The pie sector arc width shows the number of different car models sold. For example, 10 models from a manufacturer is wider than a 5 models from a manufacturer. The color of the pie - ranging from red to blue - also shows the number of cars sold.

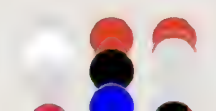
* Click on the pie sector to see the scatter plot changing.

Bar Chart (radial)



The **width** of pie chart corresponds to the **number of bars for a model**. Each bar represents a model; its inward extrusion (length) shows the **average condition of that model**. A manufacturer has more bars meaning it has a larger range of car models on sell. It is interesting to see how high prices are related with low car condition.

Scatter Plot (radial)



Using the **bottom of the bar chart** as the origin (**x-axis**) of the scatterplot, each mark's distance from the x-axis presents the **price**, each mark's color represents the condition of the car.

3ge3 M/M Paris in Shanghai

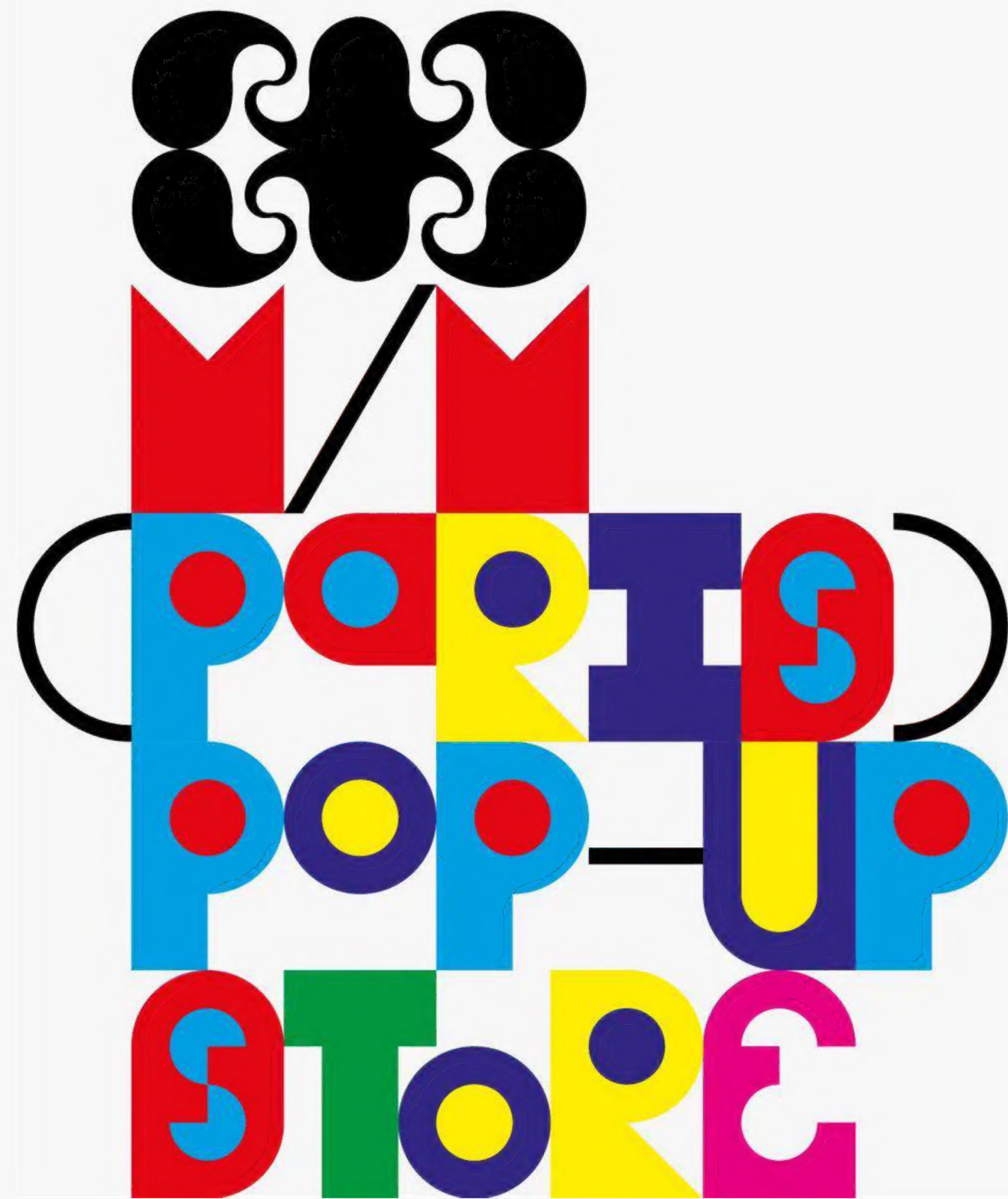
Packaging Design

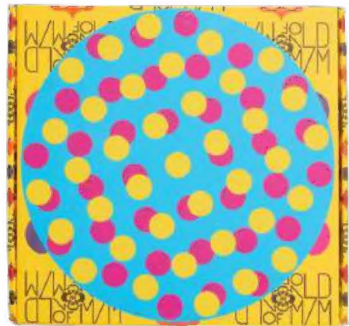
Team Size: 1

Designed for the collaborative exhibition between M/M (Paris), Powerhouse Art Museum Shanghai and lifestyle studio 3ge3, with focus on merchandises and packaging design. Designs base on M/M (Paris)'s source file and 3ge3's product line.

M/M (Paris)
3ge3 project

M/M (Paris) Pop-up Store
2020.11.07-12.10
乌鲁木齐中路 243-1 号







Yuqi Wu [contact]

wuyuqi827@gmail.com

Website

+86 18321620824

+44 7960323597

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🌐 2 languages ▼

English

Chinese

Digital designer

About

From Shanghai to London

Yuqi Wu, also Gigi, is a **Digital designer** in constant pursuit of improvement and growth. Her works centre around two things in conversations with people: [methods of communication](#) between humans, culture and machines, and [patterns drawn from small things](#) in life.

Academic [edit]

A central tenet of Yuqi's design philosophy revolves around the conception and cultivation of brand experiences that evoke affirmative **emotional responses**.

Her academic journey encompasses a degree in **Human-Computer Interaction (2022)** from [University of St Andrews](#), alongside a Bachelor's degree in **Textile Design (2021)** from [Central Saint Martins, University of the Arts London](#). This diverse educational foundation equips her with a versatile skill set spanning [digital art](#), [graphic design](#), and [craftsmanship](#), enabling her to adopt a comprehensive approach to her creative endeavours.

Experience [edit]

[London, UK] Serving as a **Digital Designer** at [Our Friends in London\(United Kingdom\)](#), she creates **websites, screens, design systems and guidelines**. Collaborating with in-house copywriters, Yuqi also actively contributed to the brand development and **engaging decks**. Noteworthy client including [Triumph](#), [Samuel & Associates](#), MIT, and various sports brands.

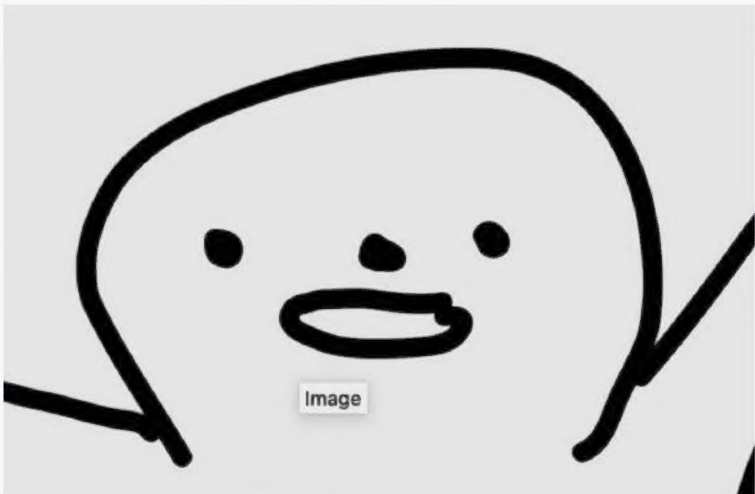
[London, UK] As a **Digital Design Intern** at [Hylink Digital Solutions](#) in the UK, Yuqi participated fervently in the creation of comprehensive branding and marketing **campaigns**. Notably, her engagement with agricultural tycoon [Cargill](#) encompassed a wide array of visual content. The scope of her work also included social media initiatives to presentation enhancements and the strategic redesign of call-to-action elements.

[Shanghai, China] Yuqi excelled as a Design Intern at ZUCZUG/ and its in-house studio 3ge3. Collaborating with prestigious clients like MM Paris and artist Wenling, she produced compelling marketing materials and innovative product designs.

See also [edit]

[Yuqi Wu's Web Portfolio](#)

Yuqi Wu



Digital Designer [Yuqi Wu](#)

Who

Names Web designer, Brand Designer

Sectors UX, Brand

Skills

Design UIUX, Digital Design, Web Design, Graphic

Tools Figma, ProtoPie, WebFlow, Framer, Adobe Suite, Cinema4D, Octane, Glyphs, Arduino

Programming JavaScript, D3.js, p5.js, HTML & CSS, Processing, Matlab

Language Chinese, English

This page was last edited on 09 Januar 2025, at 06:13 (UTC).

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